

*RESULTS OF THE*  
*GEORGIA AVENUE USER SURVEY*

*By The*  
*GEORGIA AVENUE COMMUNITY*  
*DEVELOPMENT TASK FORCE*

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## 1.0 Report Summary

The Georgia Avenue Community Development Task Force is a coalition of residents and business owners along the Georgia Avenue corridor who is responding to the coming redevelopment of Georgia Avenue from New Hampshire Avenue to S St. Although this section of Georgia has been neglected for many years and changes are welcome, the community itself was not being included in the dialog or planning. The GACDTF was formed in December 2009 by the community in response to this issue. Meeting twice monthly since then, our mailing list has grown to over 300 people who are residents, city representatives, small business owners, vacant property owners, developers, service providers and others. Our goal is to create a neighborhood development plan that accounts for the needs and desires of all residents.

As part of our work to represent the voice of the current residents and business owners along the Georgia Avenue corridor, the GACDTF initiated a survey from April 1, 2010 to June 15, 2010 to gain insight into the type of retail, public services, streetscape and themes the people felt were most important to them. A major outreach effort was launched which included email and listserv notices, meeting announcements and door-to-door delivery to over 8,000 houses. The survey was produced in both hardcopy and online, and in English and Spanish. Survey Monkey, an online survey tool, was used to collect the results. Surveys submitted in hardcopy were entered into Survey Monkey by volunteers.

The survey was conducted purely as a community volunteer effort. No funding was received to create the survey, distribute it, or produce this report. Contributions for printing were provided by Howard University, At Home Catering, and ANC 1A, and some printing was exchanged for ad space by Rush Hour Printing, The UPS Store and The Emergence Community Arts Collective (ECAC). Survey Monkey fees were provided by a grant from ANC 1A.

The survey collected five types of data:

- The demographics of the respondent, which includes their age, ethnicity, income, the way they are connected to the community, and the closest North/South and East/West streets that they live on.
- Their ranking of the importance of specific businesses and services in the areas of Employment Opportunities, Entertainment, Food Services, Housing, Public Services, Retail Shopping, Retail Services, Streetscape/Transportation, and neighborhood Themes. Ranking is on a scale of 1-5 with a 1 being not important at all and 5 being very important.
- Their perception of the availability of these specific businesses on Georgia Avenue, ranked on a scale of 1-5 with 1 being not available at all and 5 being readily available
- Their general evaluation and level of participation on Georgia Avenue
- Optional contact information, interest in volunteering or hearing more about the Task Force, and final comments on the process and Georgia Avenue in general.

There were 690 “survey starts” recorded by Survey Monkey, which includes the hardcopy surveys manually entered by volunteers. This is the number of people that logged on and at least answered the first question. Online survey takers could leave the process at any point, and many

did when they reached the optional contact information at the end. Since Survey Monkey tracks the number of individuals that answers each question, we know that the number of people that actually completed the non-confidential sections averaged 516.

In reporting the data, the GACDTF decided on five population segments that should be included:

- Data from all respondents
- Data from respondents who indicated “I Live Here” and variations thereof.
- Data from respondents who indicated “I Live Here” and variations thereof AND who
  - Indicated that their closest North/South street was between 11<sup>th</sup> St and Park Place AND
  - Indicated that their closest East/West street was between Harvard and Rock Creek Church Rd.

This group is labeled in this report at “Harvard and North”. Harvard St., Rock Creek Church Rd., Park Place and 11<sup>th</sup> St. were selected as the boundaries because of the correlation to census tracts 31 and 32.

- Data from respondents who indicated “I Live Here” and variations thereof and who
  - Indicated that their closest North/South street was between 11<sup>th</sup> St and Park Place AND
  - Indicated that their closest East/West street was between Gresham and S St.This group is labeled in this report as “South of Harvard”. These boundaries were selected because of the correlation to census tracts 34 and 35.
- Data from respondents who indicated that they attend college here, whether or not they live here. This group is labeled “College Students”

Tables 1.1 to 1.16 summarize the survey results for the five segments listed above in the areas of demographics, preferences and evaluation.

## **1.1 Demographics**

### **1.1.1 Age**

The majority age group of “All Respondents”, “I Live Here”, “Harvard and North”, and “South of Harvard” was 26-35 ranging from 39.4% to 40.6%. The majority age group of “College Students” was 19-25 at 82.4%. Approximately 85% of the respondents in all categories were in the 19-45 age range. Although there was an attempt to engage seniors in the survey, the difficulties included:

- The complexity of the survey which may have discouraged some residents from taking time to fill it out
- Lack of personal contact to clearly explain the purpose of the survey

### **1.1.2 Ethnicity**

White/Caucasians made up the majority of respondents in all segments except for “College Students”. The range was from 51.4% for “South of Harvard” to 65.3% for “Harvard and North”. Black/African Americans range from 20.6% for “Harvard and North” to 38.5% “South of Harvard”, and 89.6% for “College Students”. The highest percentage of Hispanic/Latino is 6.5% in “Harvard and North”.

These results are not representative of the current population; Blacks and Latinos represent a higher percent than this survey indicates.

### **1.1.3 Income**

In all segments except “College Students”, 50% or more of the respondent’s incomes ranged from \$50,000 - \$150,000. “College Students” incomes were more spread out, with 32.3% in the “less than \$9,999” category.

## **1.2 Preferences**

The survey collected data on specific items in six areas – Employment Opportunities, Entertainment, Food Services, Housing, Public Services, Retail Shopping, Retail Services, Streetscape/Transportation and Themes. For each item in that area, respondents were asked to rank the item’s importance to them from 1-5 with 1 being “Not Important at All” and 5 being “Very Important”. They were also asked to rank the same item’s availability on Georgia Ave from 1-5 with 1 being “Not Available at All” to 5 being “Abundant”. Tables 1.2 – 1.11 show the top three selections of most important and least important items in each area for each population segment. As an example, an entry “Book Stores (42.66% Cat 5)” as Most Important, Rank 1 for All Respondents means that a majority (42.66%) of all respondents selected Book Stores as Very Important (Category 5), and this represented the highest percentage of all the items in “Retail Shopping”. Higher percentages in higher categories indicate the strength of the preference. Likewise the Least Important columns indicated the items whose majority was in Category 1 (Not important at all) or 2 (A Little Important). A blank entry means there was no majority in Category 1 or 2 for that item.

### **1.2.1 Employment Opportunities**

Rankings for Employment Opportunities were clustered in Category 3, with the rankings fairly evenly split between Commercial Office Space and Public Agencies.

### **1.2.2 Entertainment**

Entertainment options had lukewarm responses with most of the highest rankings in Category 3 and 4. Festivals/Events, Bars or Pubs and Small Performance Venues ranked highest among the population segments.

### **1.2.3 Food Services**

Food invoked strong feelings with all rankings in Category 5. The responses were fairly consistent with Grocery Stores and Independent Restaurants ranking highest and Natural Food Stores ranking third with much lower percentages. “College Students” felt



particularly strongly about Grocery Stores. Strongly represented as “Least Important” were Fast Food Restaurants and National Chain Restaurants.

#### **1.2.4 Housing**

Affordable Apartments had a consistently high ranking in all population segments in Category 5. Affordable Condominiums followed closely in Rank 2 with the exception of “Harvard and North” who had Market Rate Apartments as second, but as Category 3. Market Rate Apartments, Market Rate Condominiums and Senior Housing ranked third among the populations. Transitional Housing and Artist Housing ranked as least important.

#### **1.2.5 Public Services**

Public Services ranked high in percentages and in Category with all rankings in Category 5. Top rankings for all segments except “College Students” were Park/Green Space, Libraries and Schools. “College Students” ranked Schools highest followed by Youth Recreation and Libraries.

#### **1.2.6 Retail Shopping**

Book Stores ranked highest in Category 5 for all segments, followed by Drug Stores/Pharmacies and Hardware Stores second and third in most cases. Clothing Stores were ranked third for “All Respondents” and “College Students”. Toy Stores were consistently the lowest ranked in most categories, followed by Pet Stores.

#### **1.2.7 Retail Services**

Retail Services did not invoke a strong sense of importance with most of the rankings in Category 3. Gardening Supplies, Dry Cleaners, and Gym/Day Spas generally ranked 1, 2 and 3 respectively in all categories except “College Students” whose rankings were Barbershops/Hair Salons, Laundromats and Gym/Day Spas in Categories 5 and 4. Nail Salons, Laundromats, Computer Repair/Sales and Barbershops/Hair Salons dominated the lowest rankings in all segments except “College Students” who ranked “Gardening Supplies” as least important.

#### **1.2.8 Streetscape**

Safety dominated Rank 1 with Category 5 responses from 79-89%. Lighting was generally second ranked with Bus/Shuttlebuses generally ranking third. “College Students” ranked Parking as third. No item stood out as Least Important.

#### **1.2.9 Themes**

Locally Based Businesses, Environmental Awareness and Arts and Culture ranked 1, 2 and 3 in all segments, with high percentages in Category 5.

#### **1.2.10 All Categories**

Looking at the ranking in the combined tables, Safety ranked number 1 in all segments. Lighting generally ranked second, with Park/Green Space generally third. Independent Restaurants, Schools and Affordable Apartments also made the ranks in some segments. In the Least Important rankings were Fast Food Restaurants, Pet Stores, Nail Salons,

Barbershops/Hair Salons, Toy Stores, National Chain Restaurants, Computer Labs and Gardening Supplies.

### **1.3 Evaluation**

In the general evaluation of Georgia Avenue, at least 56.5 – 76.6% of all segments said they never shop on Georgia Ave, and less than 2% always did. Eating out had slightly better responses with between 24.5% and 53% never eating on Georgia Ave., but still less than 2% who always did. 56.4 – 72.1% never participate in cultural or recreational activities here, with 4% and under always participating. When asked what makes people want to shop/dine/enjoy Georgia Avenue, the majority in all categories was Proximity, followed by The Local Businesses then the Mix of Businesses. What makes people not want to shop here in all categories is Cleanliness, Safety and Atmosphere. Further elaboration can be found in the question on “One word that comes to mind when you think about Georgia Avenue” and “Final comments you want to share.” Refer to Appendices II - V for the detailed comments.

<b>Table 1.1 Summary - Demographic Data</b>					
<b>Age</b>	<b>All Respondents</b>	<b>I Live Here</b>	<b>Harvard and North</b>	<b>South of Harvard</b>	<b>College Students</b>
Under 18	1.70%	0.70%	0.70%	0.90%	7.80%
19-25	26.10%	17.60%	13.40%	31.20%	82.40%
26-35	40.60%	47.10%	50.40%	39.40%	4.90%
36-45	18.70%	21.30%	22.50%	16.50%	3.90%
46-55	8.10%	8.70%	8.00%	7.30%	0.00%
56-65	3.60%	3.20%	3.60%	2.80%	1.00%
66-75	1.10%	1.40%	1.40%	1.80%	0.00%
75+	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Ethnicity</b>	<b>All Respondents</b>	<b>I Live Here</b>	<b>Harvard and North</b>	<b>South of Harvard</b>	<b>College Students</b>
American Indian or Alaskan Native	0.60%	0.50%	0.40%	0.90%	0.90%
Asian	1.90%	1.80%	2.20%	1.80%	0.90%
Black/African American	36.00%	26.90%	20.60%	38.50%	89.60%
Hispanic/Latino	4.30%	5.00%	6.50%	2.80%	0.00%
Native Hawaiian or Other Pacific Islander	0.20%	0.20%	0.40%	0.00%	0.00%
White/Caucasian	52.40%	61.10%	65.30%	51.40%	4.70%
Other	4.70%	4.50%	4.70%	4.60%	3.80%
<b>Income</b>	<b>All Respondents</b>	<b>I Live Here</b>	<b>Harvard and North</b>	<b>South of Harvard</b>	<b>College Students</b>
Less than \$9,999	7.70%	5.90%	1.50%	16.70%	32.30%
\$10,000 - \$14,999	1.80%	1.20%	1.10%	2.00%	4.20%
\$15,000 - \$24,999	3.40%	2.90%	2.20%	4.90%	9.40%
\$25,000 - \$34,999	5.10%	4.50%	4.40%	2.90%	7.30%
\$35,000 - \$49,999	9.50%	9.30%	11.90%	3.90%	5.20%
\$50,000 - \$74,999	16.60%	17.80%	20.00%	12.70%	7.30%
\$75,000 - \$99,999	16.40%	16.40%	17.00%	17.60%	15.60%
\$100,000 - \$149,999	21.70%	24.00%	24.80%	20.60%	8.30%
\$150,000 - \$199,999	12.50%	12.60%	12.60%	10.80%	6.30%
\$200,000 and above	5.30%	5.50%	4.40%	7.80%	4.20%

<b>Table 1.2 Summary Ranking - Employment</b>							
<b>Category</b>	<b>Most Important (Categories 5-3)</b>				<b>Least Important (Categories 1-2)</b>		
	<b>Rank 1</b>	<b>Rank 2</b>	<b>Rank 3</b>		<b>Rank 1</b>	<b>Rank 2</b>	<b>Rank 3</b>
All Respondents	Commercial Office Space (31.38% Cat 3)	Public Agencies (28.84% Cat 3)			Hotel (32.33% Cat 1)		
I live Here	Commercial Office Space (31.51% Cat 3)	Public Agencies (29.77% Cat 3)			Hotel (34.31% Cat 1)		
Harvard and North	Commercial Office Space (29.67% Cat 3)	Public Agencies (29.35% Cat 3)			Hotel (36.96% Cat 1)		
South of Harvard	Commercial Office Space (33.94% Cat 3)	Public Agencies (29.63% Cat 3)	Hotel (24.77% Cat 3)		None		
College Students	Public Agencies (27.27% Cat 5)	Commercial Office Space (33.65% Cat 3)	Hotel (31.13% Cat 3)		None		

<b>Table 1.3 Summary Ranking - Entertainment</b>							
	<b>Most Important (Categories 5-3)</b>				<b>Least Important (Categories 1-2)</b>		
	<b>Rank 1</b>	<b>Rank 2</b>	<b>Rank 3</b>		<b>Rank 1</b>	<b>Rank 2</b>	<b>Rank 3</b>
All Respondents	Festivals/Events (28.99% Cat 5)	Movie Theaters (24.86% Cat 5)	Bars or Pubs (27.42% Cat 4)		None		
I live Here	Bars or Pubs (29.73% Cat 4)	Small Performance Venues (37.22 Cat 3)	Art Galleries (31.24% Cat 3)		None		
Harvard and North	Bars or Pubs (30.69% Cat 4)	Small Performance Venues (36.56% Cat 3)	Art Galleries (31.65% Cat 3)		Movie Theaters (25.81% Cat 2)		
South of Harvard	Small Performance Venues (38.32% Cat 3)	Neighborhood Museum (35.51% Cat 3)	Art Galleries (33.64% Cat 3)		None		
College Students	Festivals/events (43.27% Cat 5)	Movie Theaters (29.81% Cat 5)	Neighborhood Museum (29.81% Cat 5)		None		

Table 1.4 Summary Ranking - Food Services							
	Most Important (Categories 5-3)				Least Important (Categories 1-2)		
	Rank 1	Rank 2	Rank 3		Rank 1	Rank 2	Rank 3
All Respondents	Grocery Stores (57.49% Cat 5)	Restaurants: Independent (55.41% Cat 5)	Natural Food Stores (35.27% Cat 5)		Fast Food Restaurants (57.70% Cat 1)	Restaurants: Nat'l Chains (36.03% Cat 1)	
I live Here	Restaurants: Independent (59.55% Cat 5)	Grocery Stores (56.33% Cat 5)	Natural Food Stores (36.51% Cat 5)		Fast Food Restaurants (65.55% Cat 1)	Restaurants: Nat'l Chains (40.64% Cat 1)	
Harvard and North	Restaurants: Independent (62.50% Cat 5)	Grocery Stores (59.78% Cat 5)	Natural Food Stores (37.32% Cat 5)		Fast Food Restaurants (67.52% Cat 1)	Restaurants: Nat'l Chains (41.76% Cat 1)	
South of Harvard	Restaurants: Independent (50.00% Cat 5)	Grocery Stores (48.15% Cat 5)	Coffee Houses (38.32% Cat 5)		Fast Food Restaurants (57.94% Cat 1)	Restaurants: Nat'l Chains (36.11% Cat 1)	
College Students	Grocery Stores (61.54% Cat 5)	Ethnic Food Stores (38.46% Cat 5)	Natural Food Stores (33.98% Cat 5)		Fast Food Restaurants (25.00% Cat 1)		

**Table 1.5 Summary Ranking - Housing**

	<b>Most Important (Categories 5-3)</b>				<b>Least Important (Categories 4-5)</b>		
	<b>Rank 1</b>	<b>Rank 2</b>	<b>Rank 3</b>		<b>Rank 1</b>	<b>Rank 2</b>	<b>Rank 3</b>
All Respondents	Affordable Apartments (39.46% Cat 5)	Affordable Condominiums (32.50% Cat 5)	Market Rate Apartments (33.52% Cat 3)		Transitional Housing (34.05% Cat 1)		
I live Here	Affordable Apartments (34.18% Cat 5)	Affordable Condominiums (28.11% Cat 5)	Market Rate Apartments (33.72% Cat 3)		Transitional Housing (38.10% Cat 1)	Artist Housing (24.59% Cat 2)	
Harvard and North	Affordable Apartments (30.86% Cat 5)	Market Rate Apartments (32.34% Cat 3)	Market Rate Condominiums (30.86% Cat 3)		Transitional Housing (41.54% Cat 1)		
South of Harvard	Affordable Apartments (40.57% Cat 5)	Affordable Condominiums (37.74% Cat 5)	Senior Housing (25.47% Cat 5)		Transitional Housing (26.21% Cat 1)	Artist Housing (26.67% Cat 2)	
College Students	Affordable Apartments (74.76% Cat 5)	Affordable Condominiums (61.76% Cat 5)	Senior Housing (38.61% Cat 5)		Artist Housing (22.55% Cat 1)		

**Table 1.6 Summary Ranking - Public Services**

	<b>Most Important (Categories 5-3)</b>				<b>Least Important (Categories 1-2)</b>		
	<b>Rank 1</b>	<b>Rank 2</b>	<b>Rank 3</b>		<b>Rank 1</b>	<b>Rank 2</b>	<b>Rank 3</b>
All Respondents	Park/Green Space (62.66% Cat 5)	Library (51.46% Cat 5)	Schools (50% Cat 5)		None		
I live Here	Park/Green Space (64.57% Cat 5)	Library (48.23% Cat 5)	Schools (45.69% Cat 5)		Computer Lab (24.94% Cat 1)		
Harvard and North	Park/Green Space (64.31% Cat 5)	Library (44.11 Cat 5)	Schools (43.30% Cat 5)		Computer Lab (26.74% Cat 1)		
South of Harvard	Park/Green Space (66.04% Cat 5)	Library (52.83% Cat 5)	Schools (54.37% Cat 5)		None		
College Students	Schools (78.64% Cat 5)	Library (69.23% Cat 5)	Youth Recreation (69.31% Cat 5)		None		

Table 1.7 Summary Ranking - Retail Shopping							
	Most Important (Categories 5-3)				Least Important (Categories 1-2)		
	Rank 1	Rank 2	Rank 3		Rank 1	Rank 2	Rank 3
All Respondents	Book Stores (35.54% Cat 5)	Hardware Stores (31.66% Cat 3)	Clothing Stores (29.46% Cat 3)		Toy Stores (37.72% Cat 1)	Pet Stores (34.05% Cat 1)	Beer/Wine Stores (28.13% Cat 1)
I live Here	Book Stores (33.72% Cat 5)	Drug Stores/Pharmacies (32.16% Cat 3)	Hardware Stores (30.47 Cat 3)		Toy Stores (40.86% Cat 1)	Pet Stores (34.82% Cat 1)	Shoe Stores (30.26% Cat 2)
Harvard and North	Book Stores (31.72% Cat 5)	Hardware Stores (32.09% Cat 4)	Drug Stores/Pharmacies (34.09% Cat 3)		Toy Stores (37.55% Cat 1)	Pet Stores (31.94% Cat 1)	Shoe Stores (30.53% Cat 2)
South of Harvard	Book Stores (34.91% Cat 5)	Drug Stores/Pharmacies (30.84% Cat 5)	Hardware Stores (37.38% Cat 3)		Toy Stores (46.73% Cat 1)	Pet Stores (40.19% Cat 1)	Arts and Craft Shops (29.52% Cat 2)
College Students	Book Stores (52.88% Cat 5)	Drug Stores/Pharmacies (46.15% Cat 5)	Clothing Stores (44.23% Cat 5)		Beer/Wine Stores (43.69% Cat 1)	Pet Stores (30.77% Cat 1)	

Table 1.8 Summary Ranking - Retail Services							
	Most Important (Categories 5-3)				Least Important (Categories 1-2)		
	Rank 1	Rank 2	Rank 3		Rank 1	Rank 2	Rank 3
All Respondents	Dry Cleaners (34.75% Cat 3)	Gardening Supplies (32.74% Cat 3)	Gym/Day Spas (26.78% Cat 3)		Nail Salons (52.72% Cat 1)	Laundromats (34.95% Cat 1)	Computer Repair/Sales (34.39% Cat 1)
I live Here	Gardening Supplies (35.48% Cat 3)	Dry Cleaners (35.05% Cat 3)	Gym/Day Spas (26.51% Cat 3)		Computer Repair/Sales (38.80% Cat 1)	Laundromats (38.73% Cat 1)	Barbershops/Hair Salons (33.57% Cat 1)
Harvard and North	Gardening Supplies (37.88% Cat 3)	Dry Cleaners (37.69% Cat 3)	Gym/Day Spas (32.09% Cat 3)		Nail Salons (64.15% Cat 1)	Laundromats (42.11% Cat 1)	Computer Repair/Sales (38.85% Cat 1)
South of Harvard	Gym/Day Spas (25.23% Cat 5)	Gardening Supplies (32.67% Cat 3)	Dry Cleaners (31.43% Cat 3)		Nail Salons (47.62% Cat 1)	Computer Repair/Sales (33.00% Cat 1)	Barbershops/Hair Salons (28.85% Cat 1)
College Students	Barbershops/Hair Salons (49.52 Cat 5)	Laundromats (31.73% Cat 5)	Gym/Day Spas (30.77% Cat 4)		Gardening Supplies (31.63% Cat 1)		

Table 1.9 Summary Ranking - Streetscape							
	Most Important (Categories 5-3)				Least Important (Categories 1-2)		
	Rank 1	Rank 2	Rank 3		Rank 1	Rank 2	Rank 3
All Respondents	Safety (87.94% Cat 5)	Lighting (67.12% Cat 5)	Bus/Shuttlebuses (58.94% Cat 5)		None		
I live Here	Safety (87.12% Cat 5)	Lighting (65.49% Cat 5)	Bus/Shuttlebuses (58.06% Cat 5)		None		
Harvard and North	Safety (88.43% Cat 5)	Lighting (65.41% Cat 5)	Bus/Shuttlebuses (56.44% Cat 5)		None		
South of Harvard	Safety (79.81% Cat 5)	Lighting (65.71% Cat 5)	Bus/Shuttlebuses (58.65% Cat 5)		None		
College Students	Safety (89.11% Cat 5)	Lighting (73.27% Cat 5)	Parking (72.28% Cat 5)		None		



Table 1.10 Summary Ranking - Themes							
	Most Important (Categories 1-3)				Least Important (Categories 4-5)		
	Rank 1	Rank 2	Rank 3		Rank 1	Rank 2	Rank 3
All Respondents	Locally Based Businesses (56.52% Cat 5)	Environmental Awareness (51.39% Cat 5)	Arts and culture (47.83% Cat 5)		None		
I live Here	Locally Based Businesses (56.56% Cat 5)	Environmental Awareness (50.96% Cat 5)	Arts and culture (46.78% Cat 5)		None		
Harvard and North	Locally Based Businesses (51.91% Cat 5)	Environmental Awareness (47.89% Cat 5)	Arts and culture (45.08% Cat 5)		None		
South of Harvard	Locally Based Businesses (63.73% Cat 5)	Environmental Awareness (54.90% Cat 5)	Arts and culture (43.56% Cat 5)		None		
College Students	Locally Based Businesses (64.95% Cat 5)	Historic Preservation (60.82% Cat 5)	Arts and culture (58.76% Cat 5)		None		

Table 1.11 Summary Categories - All Combined							
	Most Important (Categories 1-3)				Least Important (Categories 4-5)		
	Rank 1	Rank 2	Rank 3		Rank 1	Rank 2	Rank 3
All Respondents	Safety (87.94% Cat 5)	Lighting (67.12% Cat 5)	Park/Green Space (62.67% Cat 5)		Fast Food Restaurants (57.71% Cat 1)	Nail Salons (52.72% Cat 1)	Toy Stores (37.72% Cat 1)
I live Here	Safety (87.12% Cat 5)	Lighting (65.49% Cat 5)	Park/Green Space (64.57% Cat 5)		Pet Stores (34.82% Cat 1)	Barbershops/Hair Salons (33.57% Cat 1)	Computer Lab (24.94% Cat 1)
Harvard and North	Safety (88.43% Cat 5)	Lighting (65.41% Cat 5)	Restaurants: Independent (62.50% Cat 5)		Fast Food Restaurants (67.52% Cat 1)	Nail Salons (64.15% Cat 1)	Restaurants: Nat’l Chains (41.76% Cat 1)
South of Harvard	Safety (79.81% Cat 5)	Park/Green Space (66.04% Cat 5)	Lighting (65.71% Cat 5)		Fast Food Restaurants (57.94% Cat 1)	Toy Stores (46.73% Cat 1)	Nail Salons (47.62% Cat 1)
College Students	Safety (89.11% Cat 5)	Schools (78.64% Cat 5)	Affordable Apartments (74.76% Cat 5)		Beer/Wine Stores (43.69% Cat 1)	Pet Stores (30.77% Cat 1)	Gardening Supplies (31.62% Cat 1)

<b>Table 1.12</b>	<b>When I want or need to go shopping, I go on Georgia Avenue. This is:</b>				
	All Respondents	I Live Here	Harvard and North	South of Harvard	College Students
Always True	0.90%	0.90%	1.10%	0.00%	2.00%
Sometimes True	37.30%	37.00%	42.40%	23.40%	37.30%
Never True	61.80%	62.10%	56.50%	76.60%	60.80%

<b>Table 1.13</b>	<b>When I go out to eat, I go to a restaurant or eatery on Georgia Avenue. This is:</b>				
	All Respondents	I Live Here	Harvard and North	South of Harvard	College Students
Always True	1.50%	1.40%	1.10%	1.90%	2.00%
Sometimes True	54.20%	50.50%	52.30%	44.90%	73.50%
Never True	44.30%	48.20%	46.60%	53.30%	24.50%

<b>Table 1.14</b>	<b>When I am interested in participating in a cultural or recreational activity, I go to one on Georgia Avenue</b>				
	All Respondents	I Live Here	Harvard and North	South of Harvard	College Students
Always True	2.90%	3.20%	4.00%	1.90%	4.00%
Sometimes True	27.80%	26.30%	23.90%	33.60%	39.60%
Never True	69.40%	70.50%	72.10%	64.50%	56.40%

<b>Table 1.15</b>	<b>What current aspects of Georgia Ave makes you WANT to shop/dine/enjoy being there?</b>				
	All Respondents	I Live Here	Harvard and North	South of Harvard	College Students
Atmosphere	12.10%	12.10%	8.40%	21.60%	18.90%
Mix of businesses	18.70%	18.40%	16.80%	22.50%	16.80%
Proximity	80.30%	84.00%	86.10%	80.40%	65.30%
Streetscape	8.30%	7.70%	6.60%	12.70%	7.40%
The local businesses	34.50%	35.60%	36.90%	33.30%	23.20%
The people I encounter	18.10%	18.10%	17.20%	23.50%	13.70%
Unique services/products	14.80%	12.80%	12.40%	13.70%	24.20%

<b>Table 1.16</b>	<b>What aspects of Georgia Ave makes you NOT WANT to shop/dine/enjoy being there?</b>				
	All Respondents	I Live Here	Harvard and North	South of Harvard	College Students
Atmosphere	60.00%	64.50%	68.10%	55.80%	31.60%
Cleanliness	73.10%	73.40%	74.00%	71.20%	66.30%
Friendliness/Helpfulness	22.60%	23.10%	26.00%	18.30%	22.40%
Mix of Businesses	38.10%	43.50%	47.60%	34.60%	9.20%
Quality Products/Services	47.00%	49.50%	53.50%	42.30%	31.60%
Safety	70.00%	71.00%	72.20%	67.30%	63.30%
Streetscape	47.20%	53.00%	54.20%	52.90%	14.30%
Traffic/Parking	25.90%	22.00%	19.80%	25.00%	43.90%
Unique Products/Services	20.10%	22.40%	24.20%	16.30%	8.20%

## **2.0 Background**

The Georgia Avenue Community Development Task Force was formed in November 2009 in response to major development proposed along Georgia Avenue from S St to New Hampshire Avenue that was receiving little community input. The idea was first adopted by the Pleasant Plains Civic Association, although the participation grew to include other surrounding neighborhoods including Parkview. In January 2010, we formed committees and established a plan of action which included:

- Researching the current city plans that affected Georgia Ave, and presenting the results at a Task Force meeting
- Inventorying the vacant properties and current businesses on Georgia Avenue
- Surveying the current residents and business owners who have a stake in Georgia Ave. to find out what people wanted to see happen
- Creating a Neighborhood Development Plan that encapsulates the desires of the current stakeholders

The Task Force meets twice a month. Anyone can participate, and those who are on the email distribution receive regular announcements and minutes of meetings. Other forms of announcement include flyers in businesses, listserv announcements and meeting announcements. There are currently approximately 300 people on this distribution.

## **3.0 Survey Creation and Review**

The survey form distributed from April 1<sup>st</sup> to June 15<sup>th</sup> is included as Appendix I. The survey questions were drafted by the Outreach committee of the Task Force, and presented in a Task Force general meeting. It was also distributed via email and comments received were incorporated into the final version. Once the questions were finalized, volunteers from the Task Force translated the questions into Spanish. Both the English and Spanish versions were replicated in Survey Monkey, an online survey tool. Once complete, surveys data could be entered online in English or Spanish, or via hardcopy in English or Spanish. Both online links were accessible from the Pleasant Plains site:

<http://sites.google.com/site/pleasantplainsdc/> The survey collects five types of data:

- The demographics of the respondent, which includes their age, ethnicity, income, the way they are connected to the community, and the closest North/South and East/West streets that they live on.
- Their ranking of the importance of specific businesses and services in the area of Employment Opportunities, Entertainment, Food Services, Housing, Public Services, Retail Shopping, Retail Services, Streetscape/Transportation, and neighborhood Themes. Ranking is on a scale of 1-5 with a 1 being not important at all and 5 being very important.
- Their perception of the availability of these specific businesses on Georgia Avenue, ranked on a scale of 1-5 with 1 being not available at all and 5 being readily available
- Their general evaluation and general level of participation on Georgia Avenue
- Optional contact information, interest in volunteering or hearing more about the Task Force, and final comments on the process and Georgia Avenue in general.

#### **4.0 Outreach Methods**

Outreach was a critical component of the survey. It was important to reach as many residents as possible, particularly those without computer access. We used the following methods to publicize the survey:

##### **4.1 Email Notices**

Task Force participants received regular announcements about the survey with the links. They were encouraged to forward the invitations widely to other stakeholders.

##### **4.2 List Serve Posts**

Announcements were posted regularly to listserves in the following neighborhoods between April 1<sup>st</sup> and June 15<sup>th</sup>:

Adams Morgan	Parkview
Columbia Heights	Petworth
LeDroit Park	Shaw
Georgia Avenue	South Columbia Heights
Mt. Pleasant	Ward 1

##### **4.3 Meeting Announcements:**

Between April 1<sup>st</sup> and June 15<sup>th</sup>, announcements about the survey were made and copies distributed at the following meetings:

ANC 1A  
ANC 1B  
The Pleasant Plains Civic Association Meeting  
The Howard University Community Association Meeting  
The Bruce Monroe Parents Group  
Howard University Classes  
Parkview UNC  
Strengthening Ward One Together (SWOT)  
Mentoring Works 2 Community Meetings

##### **4.4 Door To Door Delivery**

Approximately 8,000 Surveys were delivered door to door to all residents between 11<sup>th</sup> St and Park Place and New Hampshire Ave and Florida Ave. by:

- Mentoring Works 2 and Greater DC Cares
- Darren Jones, Pleasant Plains Civic Association President with community volunteers
- The Emergence Community Arts Collective
- Parkview UNC volunteers

Surveys and information about the Georgia Avenue Community Development Task Force was distributed to all businesses from S St to New Hampshire Ave., the Harvest Life Church, and the Park Morton development.

#### **4.5 Street Sign Postings**

Notices in English and Spanish with a tear-off were taped to lightposts on the east and west side of Georgia Avenue from S St to Otis.

#### **5.0 Survey Expenses**

The total funds expended for creating, printing, distributing and evaluating this survey was \$800, contributed by Howard University, At Home Catering and ANC 1A. In-kind donations of printing were received from Rush Hour Printing, the UPS Store and Minuteman Press. The remainder of the work was done by volunteer efforts.

#### **6.0 Survey Limitations**

Although we made an effort to reach all the populations in the community, we know that there was insufficient outreach made to seniors (55+), Latinos, and certain blocks in the neighborhood. With limited resources, we were not able to do the door-to-door canvassing and translation needed to engage these populations.

#### **7.0 Survey Results**

As of June 15, 2010, 690 people had started the survey, meaning they had logged on and at least answered the first question. It was not required that every questions be answered. Questions could be skipped, or the process abandoned altogether. Given the collection of optional contact information at the end, it is reasonable that many would choose not to complete the survey. Since Survey Monkey tracks the number of individuals that answers each question, we know that the number of people that actually completed the non-confidential sections averaged 516. Although survey data was collected in both hardcopy and online, the hardcopy data was entered manually into Survey Monkey so the results could be processed together.

The results are reported in three sections – Demographic Data, Preferences and Availability and Evaluation. Within each section the data is reported on five categories of respondents:

- Data from all respondents
- Data from respondents who indicated “I Live Here” and variations thereof.
- Data from respondents who indicated “I Live Here” and variations thereof AND who
  - Indicated that their closest North/South street was 11<sup>th</sup> St, Sherman Ave, Georgia Ave/7<sup>th</sup> St, 6<sup>th</sup> St., 5<sup>th</sup> St., 4<sup>th</sup> St., Warder St. or Park Place AND
  - Indicated that their closest East/West street was Harvard, Hobart, Columbia, Irving, Kenyon, Keefer, Lamont, Morton, Park Rd. Newton, Otis, Princeton, Quebec and Rock Creek Church Rd.

This group is labeled in this report at “Harvard and North”. Harvard St., Rock Creek Church Rd., Park Place and 11<sup>th</sup> St. were selected because of the correlation to census tracts 31 and 32.

- Data from respondents who indicated “I Live Here” and who
  - Indicated that their closest North/South street was 11<sup>th</sup> St, Sherman Ave, Georgia Ave/7<sup>th</sup> St, 6<sup>th</sup> St., 5<sup>th</sup> St., 4<sup>th</sup> St., Warder St. and Park Place AND

- Indicated that their closest East/West street was Gresham, Girard, Fairmont, Euclid, Barry, Bryant, W, V, Florida/U, T and S.  
This group is labeled in this report as “South of Harvard”. These boundaries were selected because of the correlation to census tracts 34 and 35.
- Data from respondents who indicated that they attend college here, whether or not they live here. This group is labeled “College Students”.

## 7.1 Demographic Data

### 7.1.1 All Respondents

<b>Which of the following best represents your connection to the neighborhoods surrounding Georgia Ave?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
I live here	61.7%	426
I live here with children under 18	10.0%	69
I live here and attend college here	6.7%	46
I live here and attend High School here	0.9%	6
I live here and run a business here	3.0%	21
I don't live here but attend college here	9.1%	63
I don't live here but run a business here	0.6%	4
I don't live here but attend High School here	0.3%	2
I don't live here but I work here	1.7%	12
I don't live here but I shop or socialize here	3.0%	21
I don't live here but my faith community is here	0.3%	2
I am a local government representative	0.1%	1
I am a faith community member	0.1%	1
None of the above	2.3%	16
<i>answered question</i>		<b>690</b>
<i>skipped question</i>		<b>0</b>

<b>What is your age?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Under 18	1.7%	9
19-25	26.1%	138
26-35	40.6%	215
36-45	18.7%	99
46-55	8.1%	43
56-65	3.6%	19
66-75	1.1%	6
75+	0.0%	0
<i>answered question</i>		<b>529</b>

<i>skipped question</i>	<b>161</b>
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<b>What is your ethnicity?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
American Indian or Alaskan Native	0.6%	3
Asian	1.9%	10
Black/African American	36.0%	192
Hispanic/Latino	4.3%	23
Native Hawaiian or Other Pacific Islander	0.2%	1
White/Caucasian	52.4%	280
Other	4.7%	25
<i>answered question</i>		<b>534</b>
<i>skipped question</i>		<b>156</b>

<b>What is your household income?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Less than \$9,999	7.7%	39
\$10,000 - \$14,999	1.8%	9
\$15,000 - \$24,999	3.4%	17
\$25,000 - \$34,999	5.1%	26
\$35,000 - \$49,999	9.5%	48
\$50,000 - \$74,999	16.6%	84
\$75,000 - \$99,999	16.4%	83
\$100,000 - \$149,999	21.7%	110
\$150,000 - \$199,999	12.5%	63
\$200,000 and above	5.3%	27
<i>answered question</i>		<b>506</b>
<i>skipped question</i>		<b>184</b>

### 7.1.2 Respondents who Replied “I Live Here”

<b>Which of the following best represents your connection to the neighborhoods surrounding Georgia Ave?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
I live here	75.0%	426
I live here with children under 18	12.1%	69
I live here and attend college here	8.1%	46



I live here and attend High School here	1.1%	6
I live here and run a business here	3.7%	21
<b><i>answered question</i></b>		<b>568</b>
<b><i>skipped question</i></b>		<b>0</b>
<b>What is your age?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Under 18	0.7%	3
19-25	17.6%	77
26-35	47.1%	206
36-45	21.3%	93
46-55	8.7%	38
56-65	3.2%	14
66-75	1.4%	6
75+	0.0%	0
<b><i>answered question</i></b>		<b>437</b>
<b><i>skipped question</i></b>		<b>131</b>

<b>What is your ethnicity?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
White/Caucasian	61.1%	270
Black/African American	26.9%	119
Hispanic/Latino	5.0%	22
Other	4.5%	20
Asian	1.8%	8
American Indian or Alaskan Native	0.5%	2
Native Hawaiian or Other Pacific Islander	0.2%	1
<b><i>answered question</i></b>		<b>442</b>
<b><i>skipped question</i></b>		<b>126</b>

<b>What is your household income?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Less than \$9,999	5.9%	25
\$10,000 - \$14,999	1.2%	5
\$15,000 - \$24,999	2.9%	12
\$25,000 - \$34,999	4.5%	19
\$35,000 - \$49,999	9.3%	39
\$50,000 - \$74,999	17.8%	75
\$75,000 - \$99,999	16.4%	69
\$100,000 - \$149,999	24.0%	101

\$150,000 - \$199,999	12.6%	53
\$200,000 and above	5.5%	23
<i>answered question</i>		<b>421</b>
<i>skipped question</i>		<b>147</b>

<b>What is the East/West street closest (within 3 blocks) to where you live or work?</b>											
<b>What is the North/South Street closest (within 3 blocks) to where you live or work?</b>											
<b>Answer Options</b>	<b>14th St.</b>	<b>13th St.</b>	<b>11th St.</b>	<b>Sherman Ave.</b>	<b>Georgia Ave./7th St</b>	<b>6th St.</b>	<b>5th St.</b>	<b>4th St.</b>	<b>Warder St.</b>	<b>Park Place</b>	<b>Response Count</b>
Rock Creek Church Rd.	3	1	0	5	36	1	10	17	8	3	84
Quebec	0	4	0	0	10	0	1	1	3	0	19
Princeton	0	0	0	1	6	0	1	0	4	2	14
Otis	1	2	4	4	13	0	0	0	4	0	28
Newton	1	1	1	1	13	2	0	0	3	0	22
Park Rd.	0	1	2	7	2	0	0	0	6	1	19
Morton	0	0	0	3	1	0	0	0	0	0	4
Lamont	2	1	1	1	3	3	0	0	3	1	15
Keefer	0	0	0	1	5	1	0	0	0	0	7
Kenyon	1	1	0	6	7	0	0	0	2	0	17
Irving	0	0	1	4	17	0	0	0	5	1	28
Columbia	4	0	4	2	17	0	0	0	1	0	28
Hobart	0	0	0	3	5	0	0	0	0	0	8
Harvard	0	0	3	1	8	0	0	0	0	0	12
Gresham	0	0	0	4	7	1	0	0	0	0	12
Girard	0	1	1	4	2	0	0	0	0	0	8
Fairmont	0	2	5	5	8	0	0	1	0	0	21
Euclid	6	2	3	6	5	0	0	0	0	0	22
Barry	0	0	0	1	1	0	0	0	0	0	2
Bryant	0	0	1	0	2	1	0	6	0	0	10
W St.	0	1	2	1	1	0	0	2	0	0	7
V St.	0	0	0	2	2	1	0	6	0	0	11
Florida/U St.	1	0	2	6	3	0	1	4	0	0	17
T St.	0	0	1	0	3	0	0	2	0	0	6
S St.	0	0	0	0	3	2	0	1	0	0	6

### 7.1.3 Respondents Who Live on Harvard St. and North

Which of the following best represents your connection to the neighborhoods surrounding Georgia Ave?		
Answer Options	Response Percent	Response Count
I live here	79.8%	225
I live here with children under 18	13.5%	38
I live here and attend college here	2.8%	8
I live here and attend High School here	0.7%	2
I live here and run a business here	3.2%	9
<i>answered question</i>		<b>282</b>
<i>skipped question</i>		<b>0</b>

What is your age?		
Answer Options	Response Percent	Response Count
Under 18	0.7%	2
19-25	13.4%	37
26-35	50.4%	139
36-45	22.5%	62
46-55	8.0%	22
56-65	3.6%	10
66-75	1.4%	4
75+	0.0%	0
<i>answered question</i>		<b>276</b>
<i>skipped question</i>		<b>6</b>

What is your ethnicity?		
Answer Options	Response Percent	Response Count
White/Caucasian	65.3%	181
Black/African American	20.6%	57
Hispanic/Latino	6.5%	18
Other	4.7%	13
Asian	2.2%	6
American Indian or Alaskan Native	0.4%	1
Native Hawaiian or Other Pacific Islander	0.4%	1
<i>answered question</i>		<b>277</b>
<i>skipped question</i>		<b>5</b>

<b>What is your household income?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Less than \$9,999	1.5%	4
\$10,000 - \$14,999	1.1%	3
\$15,000 - \$24,999	2.2%	6
\$25,000 - \$34,999	4.4%	12
\$35,000 - \$49,999	11.9%	32
\$50,000 - \$74,999	20.0%	54
\$75,000 - \$99,999	17.0%	46
\$100,000 - \$149,999	24.8%	67
\$150,000 - \$199,999	12.6%	34
\$200,000 and above	4.4%	12
<i>answered question</i>		<b>270</b>
<i>skipped question</i>		<b>12</b>

#### 7.1.4 Respondents Who Live South of Harvard

<b>Which of the following best represents your connection to the neighborhoods surrounding Georgia Ave?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
I live here	59.6%	65
I live here with children under 18	10.1%	11
I live here and attend college here	24.8%	27
I live here and attend High School here	1.8%	2
I live here and run a business here	3.7%	4
<i>answered question</i>		<b>109</b>
<i>skipped question</i>		<b>0</b>

<b>What is your age?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Under 18	0.9%	1
19-25	31.2%	34
26-35	39.4%	43
36-45	16.5%	18
46-55	7.3%	8
56-65	2.8%	3
66-75	1.8%	2
75+	0.0%	0
<i>answered question</i>		<b>109</b>
<i>skipped question</i>		<b>0</b>

<b>What is your ethnicity?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
White/Caucasian	51.4%	56
Black/African American	38.5%	42
Other	4.6%	5
Hispanic/Latino	2.8%	3
Asian	1.8%	2
American Indian or Alaskan Native	0.9%	1
Native Hawaiian or Other Pacific Islander	0.0%	0
<i>answered question</i>		<b>109</b>
<i>skipped question</i>		<b>0</b>

<b>What is your household income?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Less than \$9,999	16.7%	17
\$10,000 - \$14,999	2.0%	2
\$15,000 - \$24,999	4.9%	5
\$25,000 - \$34,999	2.9%	3
\$35,000 - \$49,999	3.9%	4
\$50,000 - \$74,999	12.7%	13
\$75,000 - \$99,999	17.6%	18
\$100,000 - \$149,999	20.6%	21
\$150,000 - \$199,999	10.8%	11
\$200,000 and above	7.8%	8
<i>answered question</i>		<b>102</b>
<i>skipped question</i>		<b>7</b>

### 7.1.5 College Students

<b>Which of the following best represents your connection to the neighborhoods surrounding Georgia Ave?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
I live here and attend college here	42.2%	46
I don't live here but attend college here	57.8%	63
<i>answered question</i>		<b>109</b>
<i>skipped question</i>		<b>0</b>

What is your age?		
Answer Options	Response Percent	Response Count
Under 18	7.8%	8
19-25	82.4%	84
26-35	4.9%	5
36-45	3.9%	4
46-55	0.0%	0
56-65	1.0%	1
66-75	0.0%	0
75+	0.0%	0
<i>answered question</i>		<b>102</b>
<i>skipped question</i>		<b>7</b>

What is your ethnicity?		
Answer Options	Response Percent	Response Count
Black/African American	89.6%	95
White/Caucasian	4.7%	5
Other	3.8%	4
American Indian or Alaskan Native	0.9%	1
Asian	0.9%	1
Hispanic/Latino	0.0%	0
Native Hawaiian or Other Pacific Islander	0.0%	0
<i>answered question</i>		<b>106</b>
<i>skipped question</i>		<b>3</b>

What is your household income?		
Answer Options	Response Percent	Response Count
Less than \$9,999	32.3%	31
\$10,000 - \$14,999	4.2%	4
\$15,000 - \$24,999	9.4%	9
\$25,000 - \$34,999	7.3%	7
\$35,000 - \$49,999	5.2%	5
\$50,000 - \$74,999	7.3%	7
\$75,000 - \$99,999	15.6%	15
\$100,000 - \$149,999	8.3%	8
\$150,000 - \$199,999	6.3%	6
\$200,000 and above	4.2%	4
<i>answered question</i>		<b>96</b>
<i>skipped question</i>		<b>13</b>

## 7.2 Preferences & Availability

The survey collected data on specific items in six areas – Employment Opportunities, Entertainment, Food Services, Housing, Public Services, Retail Shopping, Retail Services, Streetscape/Transportation and Themes. For each item in that area, respondents were asked to rank the item’s importance to them from 1-5 with 1 being “Not Important at All” and 5 being “Very Important”. They were also asked to rank the same item’s availability on Georgia Ave from 1-5 with 1 being “Not Available at All” to 5 being “Abundant”. Numbers that are **bolded** represent the majority in all the categories.

### 7.2.1 Preferences & Availability of All Respondents

#### 7.2.1.1 Employment Opportunities

Employment Opportunities - All Respondents						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Commercial Office Space	91	120	<b>166</b>	79	73	529
Public Agencies	85	131	<b>152</b>	92	67	527
Hotel	<b>173</b>	141	114	46	61	535
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Hotel	<b>410</b>	72	12	8	2	504
Commercial Office Space	82	<b>251</b>	125	27	14	499
Public Agencies	123	<b>227</b>	119	14	14	497



### 7.2.1.2 Entertainment

Entertainment - All Respondents						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Festivals/events	26	64	152	140	<b>156</b>	538
Movie Theaters	57	115	132	101	<b>134</b>	539
Bars or Pubs	68	74	134	<b>147</b>	113	536
Small Performance Venues	30	72	<b>190</b>	145	101	538
Art Galleries	56	105	<b>170</b>	114	92	537
Neighborhood Museum	107	135	<b>146</b>	67	82	537
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Movie Theaters	<b>430</b>	30	25	9	9	503
Neighborhood Museum	<b>410</b>	56	17	12	8	503
Art Galleries	<b>334</b>	132	25	13	3	507
Small Performance Venues	<b>228</b>	204	55	15	3	505
Festivals/events	76	<b>251</b>	141	27	14	509
Bars or Pubs	44	<b>236</b>	128	58	45	511
						Question Totals
<i>answered question</i>						<b>542</b>
<i>skipped question</i>						<b>148</b>

### 7.2.1.3 Food Services

Food Services - All Respondents						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Grocery Stores	11	20	86	110	<b>307</b>	534
Restaurants: Independent	20	15	74	130	<b>297</b>	536
Natural Food Stores	36	52	129	128	<b>188</b>	533
Coffee Houses	29	55	129	154	<b>169</b>	536
Ethnic Food Stores	46	80	<b>164</b>	121	123	534
Fast Food Restaurants	<b>307</b>	105	59	29	32	532
Restaurants: Nat'l Chains	<b>191</b>	119	112	55	53	530
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Restaurants: Nat'l Chains	<b>179</b>	145	105	42	32	503
Coffee Houses	79	<b>251</b>	102	44	30	506
Restaurants: Independent	73	<b>231</b>	130	48	23	505
Natural Food Stores	137	<b>229</b>	109	17	15	507
Grocery Stores	83	<b>203</b>	142	45	34	507
Ethnic Food Stores	37	<b>197</b>	158	73	40	505
Fast Food Restaurants	14	63	<b>160</b>	106	158	501
						Question Totals
<i>answered question</i>						<b>539</b>
<i>skipped question</i>						<b>151</b>

### 7.2.1.4 Housing

Housing - All Respondents						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Affordable Apartments	80	66	104	66	<b>206</b>	522
Affordable Condominiums	66	81	133	73	<b>170</b>	523
Market Rate Apartments	50	67	<b>174</b>	119	109	519
Market Rate Condominiums	69	65	<b>160</b>	110	115	519
Senior Housing	98	96	<b>132</b>	71	121	518
Artist Housing	111	122	<b>124</b>	77	82	516
Transitional Housing	<b>173</b>	111	82	62	80	508
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Artist Housing	<b>292</b>	103	50	9	8	462
Senior Housing	126	<b>193</b>	102	19	12	452
Affordable Condominiums	128	<b>161</b>	122	37	24	472
Market Rate Condominiums	82	135	<b>166</b>	46	40	469
Transitional Housing	116	130	<b>136</b>	35	36	453
Market Rate Apartments	59	130	<b>192</b>	56	36	473
Affordable Apartments	72	129	<b>173</b>	56	47	477
						Question Totals
<i>answered question</i>						<b>525</b>
<i>skipped question</i>						<b>165</b>

### 7.2.1.5 Public Services

Public Services - All Respondents						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Park/Green Space	10	12	62	109	<b>324</b>	517
Library	17	31	82	119	<b>264</b>	513
Schools	27	41	99	87	<b>254</b>	508
Youth Recreation	29	33	95	112	<b>236</b>	505
Children's Play Areas	44	35	101	98	<b>231</b>	509
After School Programs	61	18	90	112	<b>225</b>	506
Community Centers	29	45	123	122	<b>184</b>	503
Post Office	21	49	145	108	<b>181</b>	504
Childcare Centers	66	60	106	102	<b>173</b>	507
Banks or Financial Services	18	47	149	131	<b>166</b>	511
Community Gardening	41	74	121	115	<b>162</b>	513
Health/Mental Health Svcs.	65	80	118	86	<b>145</b>	494
Adult Education	81	76	121	93	<b>141</b>	512
Computer Lab	109	92	113	68	<b>125</b>	507
Job Training Centers	78	88	<b>144</b>	69	122	501
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Community Gardening	<b>252</b>	146	39	8	4	449
Computer Lab	<b>245</b>	116	49	9	11	430
Job Training Centers	<b>178</b>	170	55	8	7	418
Library	<b>167</b>	131	114	14	35	461
Children's Play Areas	97	<b>223</b>	89	19	14	442
Childcare Centers	84	<b>210</b>	105	21	15	435
Youth Recreation	47	<b>209</b>	143	13	29	441

Banks or Financial Services	71	<b>208</b>	115	33	34	461
After School Programs	64	<b>205</b>	118	22	20	429
Park/Green Space	167	<b>201</b>	67	21	10	466
Community Centers	80	<b>191</b>	132	21	17	441
Adult Education	129	<b>181</b>	94	9	19	432
Health/Mental Health Svcs.	126	<b>171</b>	84	23	17	421
Schools	32	84	<b>228</b>	65	46	455
Post Office	89	146	<b>172</b>	17	32	456
						<b>Question Totals</b>
<i>answered question</i>						<b>524</b>
<i>skipped question</i>						<b>166</b>

### 7.2.1.6 Retail Shopping

Retail Shopping - All Respondents						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Book Stores	15	58	121	136	<b>190</b>	520
Hardware Stores	36	63	<b>164</b>	138	117	518
Clothing Stores	53	108	<b>152</b>	94	109	516
Drug Stores/Pharmacies	31	63	<b>151</b>	133	137	515
Arts and Craft Shops	80	125	<b>144</b>	71	87	507
Discount Stores	139	<b>150</b>	97	47	82	515
Shoe Stores	135	<b>143</b>	122	61	51	512
Toy Stores	<b>192</b>	149	108	28	32	509
Pet Stores	<b>175</b>	124	113	53	49	514
Beer/Wine Stores	<b>144</b>	118	141	67	42	512

Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Pet Stores	363	74	14	5	2	458
Toy Stores	342	81	22	4	4	453
Arts and Craft Shops	330	99	18	7	2	456
Book Stores	277	135	34	9	14	469
Shoe Stores	247	142	47	12	7	455
Hardware Stores	213	177	55	11	8	464
Clothing Stores	128	206	86	21	21	462
Discount Stores	96	126	116	63	59	460
Drug Stores/Pharmacies	70	138	160	49	50	467
Beer/Wine Stores	32	51	89	110	191	473
						Question Totals
						<i>answered question</i> 524
						<i>skipped question</i> 166

### 7.2.1.7 Retail Services

Retail Services - All Respondents						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Dry Cleaners	54	96	180	97	91	518
Gardening Supplies	86	118	166	71	66	507
Gym/Day Spas	59	82	139	110	129	519
Nail Salons	271	94	85	34	30	514
Laundromats	180	112	104	51	68	515
Computer Repair/Sales	173	130	102	58	40	503

Barbershops/Hair Salons	<b>152</b>	106	114	56	85	513
<b>Currently Available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Gardening Supplies	<b>307</b>	109	25	4	7	452
Gym/Day Spas	<b>301</b>	103	44	8	9	465
Computer Repair/Sales	<b>282</b>	112	36	8	4	442
Dry Cleaners	116	<b>175</b>	107	44	29	471
Laundromats	44	109	<b>167</b>	75	69	464
Barbershops/Hair Salons	20	59	113	97	<b>180</b>	469
Nail Salons	32	70	114	97	<b>149</b>	462
						<b>Question Totals</b>
						<i>answered question</i> <b>524</b>
						<i>skipped question</i> <b>166</b>

### 7.2.1.8 Streetscape/Transportation

<b>Streetscape/Transportation - All Respondents</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Safety	5	5	17	35	<b>452</b>	514
Lighting	6	10	54	99	<b>345</b>	514
Bus/Shuttlebuses	14	16	75	104	<b>300</b>	509
Bicycle Lanes	56	51	68	93	<b>236</b>	504
Parking	59	81	102	71	<b>196</b>	509
Streetcars	116	63	80	68	<b>162</b>	489

<b>Do you think this is currently available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Streetcars	<b>375</b>	20	21	10	21	447
Bicycle Lanes	<b>221</b>	145	63	24	14	467
Safety	90	<b>204</b>	166	10	5	475
Parking	50	122	<b>211</b>	63	26	472
Lighting	21	121	<b>252</b>	43	38	475
Bus/Shuttlebuses	20	24	<b>186</b>	147	95	472
						<b>Question Totals</b>
<i>answered question</i>						<b>525</b>
<i>skipped question</i>						<b>165</b>

### 7.2.1.9 Themes

<b>Themes - All Respondents</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Arts and culture	17	17	116	114	<b>242</b>	506
Environmental Awareness	17	21	92	115	<b>259</b>	504
Historic Preservation	17	46	114	104	<b>223</b>	504
Locally Based Businesses	18	21	80	101	<b>286</b>	506
<b>Do you think this is currently available?</b>						



Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Environmental Awareness	<b>226</b>	178	44	7	5	460
Historic Preservation	128	<b>192</b>	103	18	15	456
Arts and culture	148	<b>178</b>	102	26	6	460
Locally Based Businesses	42	136	<b>176</b>	62	42	458
						<b>Question Totals</b>
<i>answered question</i>						<b>508</b>
<i>skipped question</i>						<b>182</b>

#### 7.2.1.10 Combined Categories

Importance to You? - All Respondents						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Safety	5	5	17	35	<b>452</b>	514
Lighting	6	10	54	99	<b>345</b>	514
Park/Green Space	10	12	62	109	<b>324</b>	517
Grocery Stores	11	20	86	110	<b>307</b>	534
Bus/Shuttlebuses	14	16	75	104	<b>300</b>	509
Restaurants: Independent	20	15	74	130	<b>297</b>	536
Locally Based Businesses	18	21	80	101	<b>286</b>	506
Library	17	31	82	119	<b>264</b>	513
Environmental Awareness	17	21	92	115	<b>259</b>	504
Schools	27	41	99	87	<b>254</b>	508
Arts and culture	17	17	116	114	<b>242</b>	506
Youth Recreation	29	33	95	112	<b>236</b>	505
Bicycle Lanes	56	51	68	93	<b>236</b>	504
Children's Play Areas	44	35	101	98	<b>231</b>	509

After School Programs	61	18	90	112	<b>225</b>	506
Historic Preservation	17	46	114	104	<b>223</b>	504
Affordable Apartments	80	66	104	66	<b>206</b>	522
Parking	59	81	102	71	<b>196</b>	509
Book Stores	15	58	121	136	<b>190</b>	520
Natural Food Stores	36	52	129	128	<b>188</b>	533
Community Centers	29	45	123	122	<b>184</b>	503
Post Office	21	49	145	108	<b>181</b>	504
Childcare Centers	66	60	106	102	<b>173</b>	507
Affordable Condominiums	66	81	133	73	<b>170</b>	523
Coffee Houses	29	55	129	154	<b>169</b>	536
Banks or Financial Services	18	47	149	131	<b>166</b>	511
Community Gardening	41	74	121	115	<b>162</b>	513
Streetcars	116	63	80	68	<b>162</b>	489
Festivals/events	26	64	152	140	<b>156</b>	538
Health/Mental Health Svcs.	65	80	118	86	<b>145</b>	494
Adult Education	81	76	121	93	<b>141</b>	512
Movie Theaters	57	115	132	101	<b>134</b>	539
Computer Lab	109	92	113	68	<b>125</b>	507
Bars or Pubs	68	74	134	<b>147</b>	113	536
Small Performance Venues	30	72	<b>190</b>	145	101	538
Dry Cleaners	54	96	<b>180</b>	97	91	518
Market Rate Apartments	50	67	<b>174</b>	119	109	519
Art Galleries	56	105	<b>170</b>	114	92	537
Commercial Office Space	91	120	<b>166</b>	79	73	529
Gardening Supplies	86	118	<b>166</b>	71	66	507
Hardware Stores	36	63	<b>164</b>	138	117	518
Ethnic Food Stores	46	80	<b>164</b>	121	123	534
Market Rate Condominiums	69	65	<b>160</b>	110	115	519
Clothing Stores	53	108	<b>152</b>	94	109	516
Public Agencies	85	131	<b>152</b>	92	67	527
Drug Stores/Pharmacies	31	63	<b>151</b>	133	137	515
Neighborhood Museum	107	135	<b>146</b>	67	82	537
Arts and Craft Shops	80	125	<b>144</b>	71	87	507

Job Training Centers	78	88	<b>144</b>	69	122	501
Gym/Day Spas	59	82	<b>139</b>	110	129	519
Senior Housing	98	96	<b>132</b>	71	121	518
Artist Housing	111	122	<b>124</b>	77	82	516
Discount Stores	139	<b>150</b>	97	47	82	515
Shoe Stores	135	<b>143</b>	122	61	51	512
Fast Food Restaurants	<b>307</b>	105	59	29	32	532
Nail Salons	<b>271</b>	94	85	34	30	514
Toy Stores	<b>192</b>	149	108	28	32	509
Restaurants: Nat'l Chains	<b>191</b>	119	112	55	53	530
Laundromats	<b>180</b>	112	104	51	68	515
Pet Stores	<b>175</b>	124	113	53	49	514
Hotel	<b>173</b>	141	114	46	61	535
Computer Repair/Sales	<b>173</b>	130	102	58	40	503
Transitional Housing	<b>173</b>	111	82	62	80	508
Barbershops/Hair Salons	<b>152</b>	106	114	56	85	513
Beer/Wine Stores	<b>144</b>	118	141	67	42	512

## 7.2.2 Preferences & Availability of Respondents Who Replied “ I Live Here”

### 7.2.2.1 Employment Opportunities

Employment Opportunities – “I Live Here”						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Commercial Office Space	80	104	<b>138</b>	62	54	438
Public Agencies	77	117	<b>131</b>	70	45	440
Hotel	<b>152</b>	127	88	33	43	443
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Hotel	<b>356</b>	55	2	4	1	418
Public Agencies	103	<b>195</b>	96	10	11	415
Commercial Office Space	68	<b>216</b>	101	19	10	414
						Question Totals
<i>answered question</i>						<b>446</b>
<i>skipped question</i>						<b>122</b>

### 7.2.2.2 Entertainment

Entertainment – “I Live Here”						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Bars or Pubs	48	55	104	<b>132</b>	105	444
Small Performance Venues	20	64	<b>166</b>	115	81	446
Art Galleries	49	99	<b>139</b>	83	75	445
Festivals/events	25	56	<b>132</b>	114	119	446
Neighborhood Museum	97	124	<b>128</b>	43	53	445
Movie Theaters	53	103	<b>110</b>	77	104	447
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Movie Theaters	<b>380</b>	16	14	3	5	418
Neighborhood Museum	<b>358</b>	40	10	7	4	419
Art Galleries	<b>293</b>	107	14	5	3	422
Small Performance Venues	<b>197</b>	178	35	9	1	420
Festivals/events	60	<b>225</b>	113	20	6	424
Bars or Pubs	33	<b>219</b>	102	42	31	427
						<b>Question Totals</b>
<i>answered question</i>						<b>450</b>
<i>skipped question</i>						<b>118</b>

### 7.2.2.3 Food Services

Food Services – “I Live Here”						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Restaurants: Independent	13	10	55	102	<b>265</b>	445
Grocery Stores	7	16	77	93	<b>249</b>	442
Natural Food Stores	25	45	104	106	<b>161</b>	441
Coffee Houses	24	41	98	128	<b>153</b>	444
Ethnic Food Stores	39	71	<b>142</b>	98	92	442
Restaurants: Nat'l Chains	<b>178</b>	106	89	32	33	438
Fast Food Restaurants	<b>284</b>	86	35	17	18	440
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Restaurants: Nat'l Chains	<b>152</b>	130	81	28	27	418
Natural Food Stores	100	<b>205</b>	93	13	11	422
Coffee Houses	69	<b>228</b>	83	29	13	422
Grocery Stores	61	<b>177</b>	125	36	23	422
Restaurants: Independent	54	<b>210</b>	108	36	13	421
Ethnic Food Stores	27	<b>179</b>	133	56	24	419
Fast Food Restaurants	11	57	<b>142</b>	86	120	416
						Question Totals
<i>answered question</i>						<b>447</b>
<i>skipped question</i>						<b>121</b>

#### 7.2.2.4 Housing

<b>Housing – “I Live Here”</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Affordable Apartments	78	64	92	51	<b>148</b>	433
Affordable Condominiums	61	76	115	60	<b>122</b>	434
Market Rate Apartments	44	57	<b>145</b>	97	87	430
Market Rate Condominiums	61	54	<b>133</b>	91	91	430
Senior Housing	83	89	<b>113</b>	55	89	429
Artist Housing	95	<b>105</b>	101	61	65	427
Transitional Housing	<b>160</b>	95	62	49	54	420
<b>Do you think this is currently available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Artist Housing	<b>252</b>	79	35	5	8	379
Affordable Condominiums	96	<b>134</b>	106	31	22	389
Senior Housing	94	<b>166</b>	86	14	10	370
Market Rate Apartments	40	107	<b>163</b>	48	33	391
Affordable Apartments	50	105	<b>145</b>	51	44	395
Market Rate Condominiums	61	112	<b>139</b>	38	37	387
Transitional Housing	85	102	<b>118</b>	32	35	372

	<b>Question Totals</b>
<b>answered question</b>	<b>436</b>
<b>skipped question</b>	<b>132</b>

### 7.2.2.5 Public Services

<b>Public Services – “I Live Here”</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Park/Green Space	10	8	47	87	<b>277</b>	429
Library	16	24	77	102	<b>204</b>	423
Schools	25	37	92	73	<b>191</b>	418
Youth Recreation	26	29	84	95	<b>183</b>	417
Children's Play Areas	39	31	89	80	<b>180</b>	419
After School Programs	55	16	81	94	<b>172</b>	418
Post Office	17	42	129	88	<b>139</b>	415
Community Centers	29	40	106	103	<b>138</b>	416
Community Gardening	30	66	94	99	<b>135</b>	424
Childcare Centers	60	51	97	84	<b>124</b>	416
Banks or Financial Services	18	44	<b>138</b>	106	117	423
Job Training Centers	75	78	<b>129</b>	53	77	412
Adult Education	73	72	<b>112</b>	68	98	423
Health/Mental Health Svcs.	59	71	<b>111</b>	69	94	404
Computer Lab	<b>104</b>	85	96	56	76	417



<b>Do you think this is currently available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Computer Lab	<b>213</b>	93	34	4	5	349
Community Gardening	<b>211</b>	122	25	8	3	369
Library	<b>144</b>	112	95	9	22	382
Children's Play Areas	76	<b>197</b>	64	15	12	364
Banks or Financial Services	59	<b>187</b>	92	20	22	380
Youth Recreation	38	<b>182</b>	114	10	19	363
Park/Green Space	138	<b>180</b>	47	17	6	388
Childcare Centers	68	<b>180</b>	84	16	8	356
After School Programs	49	<b>180</b>	95	15	13	352
Community Centers	61	<b>167</b>	108	16	12	364
Adult Education	106	<b>153</b>	78	5	10	352
Health/Mental Health Svcs.	101	<b>148</b>	66	14	13	342
Job Training Centers	144	<b>145</b>	41	5	5	340
Post Office	64	127	<b>148</b>	11	25	375
Schools	27	68	<b>199</b>	51	29	374
						<b>Question Totals</b>
<i>answered question</i>						<b>433</b>
<i>skipped question</i>						<b>135</b>

### 7.2.2.6 Retail Shopping

<b>Retail Shopping – “I Live Here”</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Book Stores	13	49	110	113	<b>145</b>	430
Drug Stores/Pharmacies	28	58	<b>137</b>	104	99	426
Hardware Stores	21	54	<b>131</b>	120	104	430
Clothing Stores	49	103	<b>131</b>	72	72	427
Arts and Craft Shops	67	111	<b>123</b>	56	65	422
Beer/Wine Stores	107	99	<b>122</b>	60	35	423
Discount Stores	131	<b>139</b>	79	27	50	426
Shoe Stores	128	<b>128</b>	98	36	33	423
Toy Stores	<b>172</b>	129	79	20	21	421
Pet Stores	<b>148</b>	102	88	47	40	425
<b>Do you think this is currently available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Pet Stores	<b>306</b>	58	9	4	0	377
Toy Stores	<b>291</b>	62	13	4	2	372
Arts and Craft Shops	<b>284</b>	79	12	3	0	378
Book Stores	<b>252</b>	110	15	3	8	388
Shoe Stores	<b>212</b>	121	31	5	5	374
Hardware Stores	<b>175</b>	151	44	9	4	383
Clothing Stores	122	<b>182</b>	53	12	12	381
Discount Stores	76	<b>107</b>	89	56	50	378
Drug Stores/Pharmacies	63	119	<b>136</b>	31	35	384
Beer/Wine Stores	23	45	73	87	<b>162</b>	390

						<b>Question Totals</b>
<i>answered question</i>						<b>434</b>
<i>skipped question</i>						<b>134</b>

### 7.2.2.7 Retail Services

<b>Retail Services – “I Live Here”</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Dry Cleaners	47	80	<b>150</b>	78	73	428
Gardening Supplies	64	88	<b>149</b>	58	61	420
Gym/Day Spas	52	74	<b>114</b>	85	105	430
Nail Salons	<b>249</b>	82	57	20	17	425
Laundromats	<b>165</b>	102	84	35	40	426
Computer Repair/Sales	<b>161</b>	119	80	31	24	415
Barbershops/Hair Salons	<b>142</b>	102	92	39	48	423
<b>Currently Available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Gym/Day Spas	<b>259</b>	86	31	5	4	385
Gardening Supplies	<b>256</b>	91	17	2	6	372
Computer Repair/Sales	<b>240</b>	92	23	6	2	363
Dry Cleaners	94	<b>142</b>	94	37	22	389
Laundromats	25	89	<b>145</b>	63	61	383
Barbershops/Hair Salons	13	52	89	75	<b>156</b>	385

Nail Salons	25	55	96	73	<b>133</b>	382
						<b>Question Totals</b>
<i>answered question</i>						<b>434</b>
<i>skipped question</i>						<b>134</b>

#### 7.2.2.8 Streetscape/Transportation

Streetscape/Transportation – “I Live Here”						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Safety	3	5	14	33	<b>372</b>	427
Lighting	5	8	47	87	<b>279</b>	426
Bus/Shuttlebuses	14	13	64	86	<b>245</b>	422
Bicycle Lanes	39	43	53	77	<b>208</b>	420
Streetcars	96	53	69	55	<b>134</b>	407
Parking	55	78	97	63	<b>129</b>	422
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Streetcars	<b>341</b>	9	11	3	10	374
Bicycle Lanes	<b>182</b>	132	49	16	9	388
Safety	66	<b>179</b>	139	6	5	395
Lighting	12	108	<b>220</b>	30	25	395
Parking	28	94	<b>191</b>	56	23	392
Bus/Shuttlebuses	15	20	<b>174</b>	121	62	392

	Question Totals
<i>answered question</i>	<b>436</b>
<i>skipped question</i>	<b>132</b>

### 7.2.2.9 Themes

Themes – “I Live Here”						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Locally Based Businesses	11	16	66	89	<b>237</b>	419
Environmental Awareness	9	18	77	101	<b>213</b>	418
Arts and culture	11	14	98	100	<b>196</b>	419
Historic Preservation	12	45	102	88	<b>170</b>	417
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Environmental Awareness	<b>192</b>	148	32	5	4	381
Arts and culture	125	<b>159</b>	80	14	4	382
Historic Preservation	101	<b>171</b>	86	9	10	377
Locally Based Businesses	24	117	<b>153</b>	50	36	380
						Question Totals
<i>answered question</i>						<b>421</b>
<i>skipped question</i>						<b>147</b>

### 7.2.2.10 Combined Categories

<b>Importance to You? – “I Live Here”</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Safety	3	5	14	33	<b>372</b>	427
Lighting	5	8	47	87	<b>279</b>	426
Park/Green Space	10	8	47	87	<b>277</b>	429
Restaurants: Independent	13	10	55	102	<b>265</b>	445
Grocery Stores	7	16	77	93	<b>249</b>	442
Bus/Shuttlebuses	14	13	64	86	<b>245</b>	422
Locally Based Businesses	11	16	66	89	<b>237</b>	419
Environmental Awareness	9	18	77	101	<b>213</b>	418
Bicycle Lanes	39	43	53	77	<b>208</b>	420
Library	16	24	77	102	<b>204</b>	423
Arts and culture	11	14	98	100	<b>196</b>	419
Schools	25	37	92	73	<b>191</b>	418
Youth Recreation	26	29	84	95	<b>183</b>	417
Children's Play Areas	39	31	89	80	<b>180</b>	419
After School Programs	55	16	81	94	<b>172</b>	418
Historic Preservation	12	45	102	88	<b>170</b>	417
Natural Food Stores	25	45	104	106	<b>161</b>	441
Coffee Houses	24	41	98	128	<b>153</b>	444
Affordable Apartments	78	64	92	51	<b>148</b>	433
Book Stores	13	49	110	113	<b>145</b>	430
Post Office	17	42	129	88	<b>139</b>	415
Community Centers	29	40	106	103	<b>138</b>	416
Community Gardening	30	66	94	99	<b>135</b>	424
Streetcars	96	53	69	55	<b>134</b>	407
Parking	55	78	97	63	<b>129</b>	422

Childcare Centers	60	51	97	84	<b>124</b>	416
Affordable Condominiums	61	76	115	60	<b>122</b>	434
Bars or Pubs	48	55	104	<b>132</b>	105	444
Small Performance Venues	20	64	<b>166</b>	115	81	446
Dry Cleaners	47	80	<b>150</b>	78	73	428
Gardening Supplies	64	88	<b>149</b>	58	61	420
Market Rate Apartments	44	57	<b>145</b>	97	87	430
Ethnic Food Stores	39	71	<b>142</b>	98	92	442
Art Galleries	49	99	<b>139</b>	83	75	445
Banks or Financial Services	18	44	<b>138</b>	106	117	423
Commercial Office Space	80	104	<b>138</b>	62	54	438
Drug Stores/Pharmacies	28	58	<b>137</b>	104	99	426
Market Rate Condominiums	61	54	<b>133</b>	91	91	430
Festivals/events	25	56	<b>132</b>	114	119	446
Hardware Stores	21	54	<b>131</b>	120	104	430
Clothing Stores	49	103	<b>131</b>	72	72	427
Public Agencies	77	117	<b>131</b>	70	45	440
Job Training Centers	75	78	<b>129</b>	53	77	412
Neighborhood Museum	97	124	<b>128</b>	43	53	445
Arts and Craft Shops	67	111	<b>123</b>	56	65	422
Beer/Wine Stores	107	99	<b>122</b>	60	35	423
Gym/Day Spas	52	74	<b>114</b>	85	105	430
Senior Housing	83	89	<b>113</b>	55	89	429
Adult Education	73	72	<b>112</b>	68	98	423
Health/Mental Health Svcs.	59	71	<b>111</b>	69	94	404
Movie Theaters	53	103	<b>110</b>	77	104	447
Discount Stores	131	<b>139</b>	79	27	50	426
Shoe Stores	128	<b>128</b>	98	36	33	423
Artist Housing	95	<b>105</b>	101	61	65	427
Fast Food Restaurants	<b>284</b>	86	35	17	18	440
Nail Salons	<b>249</b>	82	57	20	17	425
Restaurants: Nat'l Chains	<b>178</b>	106	89	32	33	438

Toy Stores	<b>172</b>	129	79	20	21	421
Laundromats	<b>165</b>	102	84	35	40	426
Computer Repair/Sales	<b>161</b>	119	80	31	24	415
Transitional Housing	<b>160</b>	95	62	49	54	420
Hotel	<b>152</b>	127	88	33	43	443
Pet Stores	<b>148</b>	102	88	47	40	425
Barbershops/Hair Salons	<b>142</b>	102	92	39	48	423
Computer Lab	<b>104</b>	85	96	56	76	417



### 7.2.3 Preferences and Availability of Harvard St. and North

#### 7.2.3.1 Employment Opportunities

Employment Opportunities – Harvard St. and North						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Commercial Office Space	47	71	81	41	33	273
Public Agencies	50	75	81	46	24	276
Hotel	102	91	49	11	23	276
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Hotel	234	27	0	1	1	263
Commercial Office Space	42	145	57	10	4	258
Public Agencies	69	127	50	4	10	260
						Question Totals
<i>answered question</i>						279
<i>skipped question</i>						3

### 7.2.3.2 Entertainment

Entertainment – Harvard St. and North						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Bars or Pubs	25	34	62	85	71	277
Small Performance Venues	16	40	102	74	47	279
Art Galleries	29	63	88	52	46	278
Festivals/events	19	35	83	68	74	279
Neighborhood Museum	68	76	79	25	30	278
Movie Theaters	36	72	58	48	65	279
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Movie Theaters	247	8	3	2	2	262
Neighborhood Museum	235	22	3	1	1	262
Art Galleries	195	66	2	0	1	264
Small Performance Venues	133	117	12	1	0	263
Festivals/events	39	148	68	7	4	266
Bars or Pubs	18	143	69	22	17	269
						Question Totals
<i>answered question</i>						282
<i>skipped question</i>						0

### 7.2.3.3 Food Services

<b>Food Services – Harvard St. and North</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Restaurants: Independent	4	7	33	61	<b>175</b>	280
Grocery Stores	4	7	46	54	<b>165</b>	276
Natural Food Stores	16	29	62	66	<b>103</b>	276
Coffee Houses	16	23	57	91	<b>91</b>	278
Ethnic Food Stores	22	43	<b>89</b>	72	50	276
Fast Food Restaurants	<b>185</b>	58	20	6	5	274
Restaurants: Nat'l Chains	<b>114</b>	67	55	21	16	273
<b>Do you think this is currently available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Restaurants: Nat'l Chains	<b>100</b>	82	49	18	13	262
Coffee Houses	44	<b>151</b>	52	14	4	265
Natural Food Stores	45	<b>139</b>	66	9	5	264
Restaurants: Independent	29	<b>133</b>	79	19	4	264
Ethnic Food Stores	15	<b>119</b>	84	34	9	261
Grocery Stores	22	<b>114</b>	91	27	11	265
Fast Food Restaurants	7	39	<b>94</b>	48	71	259
						<b>Question Totals</b>
<i>answered question</i>						<b>280</b>
<i>skipped question</i>						<b>2</b>

### 7.2.3.4 Housing

<b>Housing – Harvard St. and North</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Affordable Apartments	46	47	63	30	<b>83</b>	269
Market Rate Apartments	29	36	<b>87</b>	58	59	269
Market Rate Condominiums	37	32	<b>83</b>	57	60	269
Affordable Condominiums	40	50	<b>75</b>	41	65	271
Senior Housing	46	64	<b>74</b>	32	51	267
Artist Housing	59	61	<b>67</b>	39	39	265
Transitional Housing	<b>108</b>	57	39	27	29	260
<b>Do you think this is currently available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Artist Housing	<b>167</b>	42	18	2	6	235
Senior Housing	55	<b>101</b>	58	7	7	228
Affordable Condominiums	56	<b>81</b>	72	20	13	242
Transitional Housing	49	<b>64</b>	70	20	27	230
Market Rate Apartments	21	70	<b>102</b>	29	23	245
Affordable Apartments	23	64	<b>92</b>	38	30	247

Market Rate Condominiums	34	73	<b>88</b>	24	24	243
						<b>Question Totals</b>
<i>answered question</i>						<b>272</b>
<i>skipped question</i>						<b>10</b>

### 7.2.3.5 Public Services

<b>Public Services – Harvard St. and North</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Park/Green Space	8	5	33	50	<b>173</b>	269
Library	9	19	50	69	<b>116</b>	263
Schools	14	29	55	50	<b>113</b>	261
Youth Recreation	16	16	59	61	<b>110</b>	262
Children's Play Areas	21	18	60	55	<b>109</b>	263
After School Programs	29	13	50	60	<b>108</b>	260
Community Gardening	21	41	58	64	<b>81</b>	265
Community Centers	17	25	65	76	<b>78</b>	261
Childcare Centers	34	31	65	57	<b>73</b>	260
Banks or Financial Services	8	29	<b>94</b>	65	69	265
Post Office	13	28	<b>88</b>	57	74	260
Job Training Centers	48	51	<b>84</b>	36	36	255
Health/Mental Health Svcs.	34	49	<b>80</b>	44	44	251
Adult Education	47	45	<b>78</b>	46	49	265
Computer Lab	<b>69</b>	59	64	36	30	258
<b>Do you think this is currently available?</b>						

Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Computer Lab	<b>141</b>	54	18	2	1	216
Community Gardening	<b>136</b>	74	14	3	2	229
Job Training Centers	<b>90</b>	90	25	1	1	207
Library	<b>88</b>	64	65	6	13	236
Children's Play Areas	43	<b>133</b>	40	8	4	228
Banks or Financial Services	37	<b>121</b>	58	9	13	238
Youth Recreation	22	<b>121</b>	70	4	7	224
Childcare Centers	43	<b>117</b>	55	6	2	223
Park/Green Space	90	<b>112</b>	27	12	1	242
After School Programs	33	<b>111</b>	60	8	6	218
Community Centers	35	<b>108</b>	72	9	4	228
Adult Education	64	<b>101</b>	46	2	4	217
Health/Mental Health Svcs.	66	<b>96</b>	34	6	8	210
Post Office	36	73	<b>103</b>	7	16	235
Schools	14	47	<b>124</b>	34	15	234
						<b>Question Totals</b>
<i>answered question</i>						<b>271</b>
<i>skipped question</i>						<b>11</b>

### 7.2.3.6 Retail Shopping

<b>Retail Shopping – Harvard St. and North</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Book Stores	9	34	65	75	<b>85</b>	268
Hardware Stores	10	29	73	<b>86</b>	70	268
Drug Stores/Pharmacies	17	37	<b>90</b>	69	51	264
Clothing Stores	33	67	<b>81</b>	43	40	264
Arts and Craft Shops	33	69	<b>81</b>	40	39	262
Beer/Wine Stores	58	69	<b>78</b>	41	18	264
Discount Stores	84	<b>93</b>	46	15	26	264
Shoe Stores	77	<b>80</b>	63	23	19	262
Toy Stores	<b>98</b>	85	55	10	13	261
Pet Stores	<b>84</b>	69	50	33	27	263
<b>Do you think this is currently available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Pet Stores	<b>200</b>	30	4	1	0	235
Book Stores	<b>184</b>	51	6	0	1	242
Toy Stores	<b>184</b>	38	8	1	0	231
Arts and Craft Shops	<b>182</b>	48	4	1	0	235
Shoe Stores	<b>145</b>	65	16	2	1	229
Clothing Stores	86	<b>110</b>	30	6	4	236
Hardware Stores	101	<b>102</b>	30	5	2	240
Drug	47	<b>81</b>	79	13	17	237

Stores/Pharmacies						
Discount Stores	37	<b>67</b>	54	40	37	235
Beer/Wine Stores	9	26	45	54	<b>110</b>	244
						<b>Question Totals</b>
<i>answered question</i>						<b>270</b>
<i>skipped question</i>						<b>12</b>

### 7.2.3.7 Retail Services

Retail Services – Harvard St. and North						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Dry Cleaners	29	48	<b>101</b>	50	40	268
Gardening Supplies	37	49	<b>100</b>	36	42	264
Gym/Day Spas	31	43	<b>86</b>	49	59	268
Nail Salons	<b>170</b>	45	32	12	6	265
Laundromats	<b>112</b>	64	56	17	17	266
Computer Repair/Sales	<b>101</b>	83	50	16	10	260
Barbershops/Hair Salons	<b>95</b>	73	58	22	17	265
Currently Available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Gym/Day Spas	<b>174</b>	49	15	3	3	244
Gardening Supplies	<b>168</b>	58	9	0	1	236
Computer Repair/Sales	<b>147</b>	66	14	3	1	231
Dry Cleaners	64	<b>86</b>	61	24	13	248



Laundromats	7	48	<b>99</b>	48	40	242
Nail Salons	17	22	59	45	<b>98</b>	241
Barbershops/Hair Salons	8	30	44	48	<b>112</b>	242
						<b>Question Totals</b>
<i>answered question</i>						<b>272</b>
<i>skipped question</i>						<b>10</b>

### 7.2.3.8 Streetscape/Transportation

Streetscape/Transportation – Harvard St. and North						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Safety	2	4	7	18	<b>237</b>	268
Lighting	4	6	29	53	<b>174</b>	266
Bus/Shuttlebuses	10	5	41	59	<b>149</b>	264
Bicycle Lanes	21	26	38	50	<b>128</b>	263
Streetcars	60	34	44	31	<b>90</b>	259
Parking	38	53	62	37	<b>73</b>	263
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Streetcars	<b>225</b>	2	8	1	3	239
Bicycle Lanes	<b>113</b>	90	32	9	3	247
Safety	37	<b>117</b>	90	4	2	250
Lighting	7	66	<b>140</b>	20	15	248
Parking	11	52	<b>124</b>	42	16	245

Bus/Shuttlebuses	8	6	<b>108</b>	89	35	246
						<b>Question Totals</b>
<i>answered question</i>						<b>272</b>
<i>skipped question</i>						<b>10</b>

### 7.2.3.9 Themes

Themes – Harvard St. and North						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Locally Based Businesses	7	9	48	62	<b>136</b>	262
Environmental Awareness	6	10	50	70	<b>125</b>	261
Arts and culture	7	7	62	69	<b>119</b>	264
Historic Preservation	7	33	66	56	<b>98</b>	260
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Environmental Awareness	<b>119</b>	92	21	3	1	236
Arts and culture	88	<b>102</b>	44	4	0	238
Historic Preservation	74	<b>102</b>	46	7	5	234
Locally Based Businesses	15	70	<b>94</b>	31	26	236

	<b>Question Totals</b>
<i>answered question</i>	<b>264</b>
<i>skipped question</i>	<b>18</b>

### 7.2.3 10 Combined Categories

<b>Importance to You? – Harvard St. and North</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Safety	2	4	7	18	<b>237</b>	268
Restaurants: Independent	4	7	33	61	<b>175</b>	280
Lighting	4	6	29	53	<b>174</b>	266
Park/Green Space	8	5	33	50	<b>173</b>	269
Grocery Stores	4	7	46	54	<b>165</b>	276
Bus/Shuttlebuses	10	5	41	59	<b>149</b>	264
Locally Based Businesses	7	9	48	62	<b>136</b>	262
Bicycle Lanes	21	26	38	50	<b>128</b>	263
Environmental Awareness	6	10	50	70	<b>125</b>	261
Arts and culture	7	7	62	69	<b>119</b>	264
Library	9	19	50	69	<b>116</b>	263
Schools	14	29	55	50	<b>113</b>	261
Youth Recreation	16	16	59	61	<b>110</b>	262
Children's Play Areas	21	18	60	55	<b>109</b>	263
After School Programs	29	13	50	60	<b>108</b>	260
Natural Food Stores	16	29	62	66	<b>103</b>	276
Historic Preservation	7	33	66	56	<b>98</b>	260
Coffee Houses	16	23	57	91	<b>91</b>	278
Streetcars	60	34	44	31	<b>90</b>	259

Book Stores	9	34	65	75	<b>85</b>	268
Affordable Apartments	46	47	63	30	<b>83</b>	269
Community Gardening	21	41	58	64	<b>81</b>	265
Community Centers	17	25	65	76	<b>78</b>	261
Childcare Centers	34	31	65	57	<b>73</b>	260
Parking	38	53	62	37	<b>73</b>	263
Hardware Stores	10	29	73	<b>86</b>	70	268
Bars or Pubs	25	34	62	<b>85</b>	71	277
Small Performance Venues	16	40	<b>102</b>	74	47	279
Dry Cleaners	29	48	<b>101</b>	50	40	268
Gardening Supplies	37	49	<b>100</b>	36	42	264
Banks or Financial Services	8	29	<b>94</b>	65	69	265
Drug Stores/Pharmacies	17	37	<b>90</b>	69	51	264
Ethnic Food Stores	22	43	<b>89</b>	72	50	276
Post Office	13	28	<b>88</b>	57	74	260
Art Galleries	29	63	<b>88</b>	52	46	278
Market Rate Apartments	29	36	<b>87</b>	58	59	269
Gym/Day Spas	31	43	<b>86</b>	49	59	268
Job Training Centers	48	51	<b>84</b>	36	36	255
Festivals/events	19	35	<b>83</b>	68	74	279
Market Rate Condominiums	37	32	<b>83</b>	57	60	269
Public Agencies	50	75	<b>81</b>	46	24	276
Clothing Stores	33	67	<b>81</b>	43	40	264
Commercial Office Space	47	71	<b>81</b>	41	33	273
Arts and Craft Shops	33	69	<b>81</b>	40	39	262
Health/Mental Health Svcs.	34	49	<b>80</b>	44	44	251
Neighborhood Museum	68	76	<b>79</b>	25	30	278
Adult Education	47	45	<b>78</b>	46	49	265
Beer/Wine Stores	58	69	<b>78</b>	41	18	264
Affordable Condominiums	40	50	<b>75</b>	41	65	271
Senior Housing	46	64	<b>74</b>	32	51	267

Artist Housing	59	61	<b>67</b>	39	39	265
Discount Stores	84	<b>93</b>	46	15	26	264
Shoe Stores	77	<b>80</b>	63	23	19	262
Movie Theaters	36	<b>72</b>	58	48	65	279
Fast Food Restaurants	<b>185</b>	58	20	6	5	274
Nail Salons	<b>170</b>	45	32	12	6	265
Restaurants: Nat'l Chains	<b>114</b>	67	55	21	16	273
Laundromats	<b>112</b>	64	56	17	17	266
Transitional Housing	<b>108</b>	57	39	27	29	260
Hotel	<b>102</b>	91	49	11	23	276
Computer Repair/Sales	<b>101</b>	83	50	16	10	260
Toy Stores	<b>98</b>	85	55	10	13	261
Barbershops/Hair Salons	<b>95</b>	73	58	22	17	265
Pet Stores	<b>84</b>	69	50	33	27	263
Computer Lab	<b>69</b>	59	64	36	30	258

## 7.2.4 Preferences and Availability South of Harvard

### 7.2.4.1 Employment Opportunities

Employment Opportunities – South of Harvard						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Commercial Office Space	22	18	37	16	16	109
Public Agencies	19	24	32	20	13	108
Hotel	26	24	27	18	14	109
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Hotel	81	16	1	3	0	101
Public Agencies	24	40	34	4	1	103
Commercial Office Space	15	48	30	6	4	103
						Question Totals
<i>answered question</i>						109
<i>skipped question</i>						0

### 7.2.4.2 Entertainment

Entertainment – South of Harvard						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Small Performance Venues	1	19	<b>41</b>	27	19	107
Neighborhood Museum	15	29	<b>38</b>	13	12	107
Art Galleries	11	21	<b>36</b>	23	16	107
Festivals/events	5	11	<b>36</b>	27	28	107
Movie Theaters	12	23	<b>32</b>	18	23	108
Bars or Pubs	12	16	<b>29</b>	28	22	107
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Movie Theaters	<b>87</b>	7	6	1	3	104
Neighborhood Museum	<b>79</b>	13	5	4	3	104
Art Galleries	<b>63</b>	28	8	4	2	105
Small Performance Venues	<b>40</b>	40	19	6	0	105
Festivals/events	12	<b>49</b>	33	10	1	105
Bars or Pubs	10	<b>47</b>	26	10	12	105
						<b>Question Totals</b>
<i>answered question</i>						<b>108</b>
<i>skipped question</i>						<b>1</b>

### 7.2.4.3 Food Services

<b>Food Services – South of Harvard</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Restaurants: Independent	4	2	19	29	<b>54</b>	108
Grocery Stores	0	6	22	28	<b>52</b>	108
Coffee Houses	3	11	31	21	<b>41</b>	107
Natural Food Stores	6	10	28	28	<b>35</b>	107
Ethnic Food Stores	5	21	<b>37</b>	20	24	107
Fast Food Restaurants	<b>62</b>	18	12	6	9	107
Restaurants: Nat'l Chains	<b>39</b>	26	25	8	10	108
<b>Do you think this is currently available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Natural Food Stores	<b>47</b>	39	13	2	5	106
Restaurants: Nat'l Chains	<b>39</b>	29	21	4	12	105
Restaurants: Independent	22	<b>53</b>	13	10	8	106
Coffee Houses	19	<b>48</b>	20	10	8	105
Ethnic Food Stores	10	<b>44</b>	27	15	10	106
Grocery Stores	36	<b>41</b>	15	4	9	105
Fast Food Restaurants	3	12	33	23	<b>34</b>	105
						<b>Question Totals</b>
<i>answered question</i>						<b>108</b>
<i>skipped question</i>						<b>1</b>



#### 7.2.4.4 Housing

<b>Housing – South of Harvard</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Affordable Apartments	14	13	20	16	<b>43</b>	106
Affordable Condominiums	9	19	24	14	<b>40</b>	106
Senior Housing	23	15	25	16	<b>27</b>	106
Market Rate Apartments	10	13	31	<b>31</b>	19	104
Market Rate Condominiums	17	13	26	<b>28</b>	20	104
Artist Housing	18	<b>28</b>	24	15	20	105
Transitional Housing	<b>27</b>	27	13	18	18	103
<b>Do you think this is currently available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Artist Housing	<b>53</b>	26	12	3	2	96
Senior Housing	30	<b>42</b>	17	5	2	96
Affordable Condominiums	30	<b>35</b>	22	7	5	99
Market Rate Apartments	15	21	<b>42</b>	13	8	99
Market Rate Condominiums	19	24	<b>36</b>	8	11	98
Affordable Apartments	22	28	<b>33</b>	9	7	99
Transitional Housing	24	27	<b>29</b>	10	6	96
						<b>Question Totals</b>
<i>answered question</i>						<b>106</b>
<i>skipped question</i>						<b>3</b>

#### 7.2.4.5 Public Services

<b>Public Services – South of Harvard</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Park/Green Space	1	3	9	23	<b>70</b>	106
Library	5	3	18	23	<b>56</b>	105
Schools	6	5	20	16	<b>56</b>	103
Youth Recreation	5	9	13	26	<b>49</b>	102
Children's Play Areas	10	8	20	17	<b>47</b>	102
After School Programs	15	2	20	24	<b>42</b>	103
Post Office	2	11	30	15	<b>42</b>	100
Community Centers	7	10	26	18	<b>41</b>	102
Community Gardening	5	15	24	22	<b>40</b>	106
Health/Mental Health Svcs.	14	18	17	13	<b>37</b>	99
Childcare Centers	14	12	22	17	<b>36</b>	101
Computer Lab	18	16	22	13	<b>36</b>	105
Adult Education	15	17	21	17	<b>33</b>	103
Banks or Financial Services	4	8	33	25	<b>33</b>	103
Job Training Centers	15	16	30	11	<b>31</b>	103
<b>Do you think this is currently available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Community Gardening	<b>57</b>	30	4	4	1	96
Computer Lab	<b>51</b>	27	7	2	3	90
Library	<b>45</b>	32	14	1	7	99
Park/Green Space	<b>40</b>	39	14	2	4	99

After School Programs	14	<b>44</b>	21	5	6	90
Childcare Centers	19	<b>42</b>	17	6	5	89
Banks or Financial Services	17	<b>42</b>	22	7	7	95
Job Training Centers	38	<b>40</b>	8	3	2	91
Youth Recreation	11	<b>40</b>	29	4	9	93
Children's Play Areas	26	<b>39</b>	14	6	6	91
Post Office	21	<b>39</b>	25	2	6	93
Community Centers	19	<b>38</b>	24	5	6	92
Adult Education	27	<b>34</b>	21	3	5	90
Health/Mental Health Svcs.	25	<b>32</b>	23	6	3	89
Schools	9	12	<b>50</b>	11	12	94
						<b>Question Totals</b>
<i>answered question</i>						<b>106</b>
<i>skipped question</i>						<b>3</b>

#### 7.2.4.6 Retail Shopping

Retail Shopping – South of Harvard						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Book Stores	3	12	34	20	<b>37</b>	106
Drug Stores/Pharmacies	8	11	31	24	<b>33</b>	107
Hardware Stores	8	14	<b>40</b>	24	21	107
Clothing Stores	11	26	<b>37</b>	13	20	107
Beer/Wine Stores	32	17	<b>33</b>	15	8	105
Shoe Stores	33	<b>35</b>	22	7	10	107
Discount Stores	27	<b>33</b>	19	9	19	107
Arts and Craft Shops	18	<b>31</b>	31	10	15	105

Toy Stores	<b>50</b>	30	17	6	4	107
Pet Stores	<b>43</b>	22	24	10	8	107
<b>Do you think this is currently available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Toy Stores	<b>73</b>	17	3	1	1	95
Pet Stores	<b>71</b>	18	4	2	0	95
Arts and Craft Shops	<b>67</b>	23	5	2	0	97
Hardware Stores	<b>52</b>	32	7	3	2	96
Shoe Stores	<b>45</b>	38	10	2	3	98
Discount Stores	<b>27</b>	26	26	9	9	97
Clothing Stores	18	<b>54</b>	15	5	7	99
Book Stores	40	<b>45</b>	7	2	5	99
Drug Stores/Pharmacies	14	27	<b>34</b>	10	15	100
Beer/Wine Stores	12	11	17	22	<b>37</b>	99
						<b>Question Totals</b>
<i>answered question</i>						<b>108</b>
<i>skipped question</i>						<b>1</b>

#### 7.2.4.7 Retail Services

<b>Retail Services – South of Harvard</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Gym/Day Spas	15	20	19	26	<b>27</b>	107

Dry Cleaners	14	21	<b>33</b>	17	20	105
Gardening Supplies	17	24	<b>33</b>	17	10	101
Laundromats	29	<b>30</b>	18	13	15	105
Nail Salons	<b>50</b>	23	19	5	8	105
Computer Repair/Sales	<b>33</b>	23	25	11	8	100
Barbershops/Hair Salons	<b>30</b>	22	19	11	22	104
<b>Currently Available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Gardening Supplies	<b>62</b>	20	4	0	4	90
Computer Repair/Sales	<b>60</b>	16	7	2	1	86
Gym/Day Spas	<b>60</b>	23	10	2	0	95
Dry Cleaners	24	<b>38</b>	19	9	5	95
Laundromats	16	<b>30</b>	29	9	10	94
Nail Salons	8	<b>24</b>	24	18	21	95
Barbershops/Hair Salons	3	13	28	24	<b>28</b>	96
						<b>Question Totals</b>
<i>answered question</i>						<b>107</b>
<i>skipped question</i>						<b>2</b>

#### 7.2.4.8 Streetscape/Transportation

<b>Streetscape/Transportation – South of Harvard</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Safety	1	1	7	12	<b>83</b>	104
Lighting	0	2	10	24	<b>69</b>	105

Bus/Shuttlebuses	3	6	16	18	<b>61</b>	104
Bicycle Lanes	10	12	12	15	<b>54</b>	103
Parking	15	16	23	14	<b>37</b>	105
Streetcars	19	15	16	13	<b>32</b>	95
<b>Do you think this is currently available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Streetcars	<b>72</b>	6	3	2	5	88
Bicycle Lanes	<b>45</b>	28	10	6	5	94
Safety	20	<b>43</b>	30	2	1	96
Lighting	4	26	<b>53</b>	8	7	98
Parking	15	28	<b>44</b>	7	4	98
Bus/Shuttlebuses	6	10	<b>40</b>	22	19	97
						<b>Question Totals</b>
<i>answered question</i>						<b>108</b>
<i>skipped question</i>						<b>1</b>

#### 7.2.4.9 Themes

Themes – South of Harvard						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Locally Based Businesses	4	3	11	19	<b>65</b>	102
Environmental Awareness	3	6	17	20	<b>56</b>	102
Arts and culture	4	6	24	23	<b>44</b>	101
Historic Preservation	3	9	24	22	<b>44</b>	102
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Environmental Awareness	<b>51</b>	32	8	2	2	95
Historic Preservation	21	<b>41</b>	27	2	3	94
Arts and culture	22	<b>38</b>	22	9	3	94
Locally Based Businesses	8	<b>34</b>	33	13	7	95
						<b>Question Totals</b>
<i>answered question</i>						<b>102</b>
<i>skipped question</i>						<b>7</b>

#### 7.2.4.10 Combined Categories

<b>Importance to You? – South of Harvard</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Safety	1	1	7	12	<b>83</b>	104
Park/Green Space	1	3	9	23	<b>70</b>	106
Lighting	0	2	10	24	<b>69</b>	105
Locally Based Businesses	4	3	11	19	<b>65</b>	102
Bus/Shuttlebuses	3	6	16	18	<b>61</b>	104
Library	5	3	18	23	<b>56</b>	105
Schools	6	5	20	16	<b>56</b>	103
Environmental Awareness	3	6	17	20	<b>56</b>	102
Restaurants: Independent	4	2	19	29	<b>54</b>	108
Bicycle Lanes	10	12	12	15	<b>54</b>	103
Grocery Stores	0	6	22	28	<b>52</b>	108
Youth Recreation	5	9	13	26	<b>49</b>	102
Children's Play Areas	10	8	20	17	<b>47</b>	102
Arts and culture	4	6	24	23	<b>44</b>	101
Historic Preservation	3	9	24	22	<b>44</b>	102
Affordable Apartments	14	13	20	16	<b>43</b>	106
After School Programs	15	2	20	24	<b>42</b>	103
Post Office	2	11	30	15	<b>42</b>	100
Coffee Houses	3	11	31	21	<b>41</b>	107
Community Centers	7	10	26	18	<b>41</b>	102
Affordable Condominiums	9	19	24	14	<b>40</b>	106
Community Gardening	5	15	24	22	<b>40</b>	106
Health/Mental Health Svcs.	14	18	17	13	<b>37</b>	99
Book Stores	3	12	34	20	<b>37</b>	106
Parking	15	16	23	14	<b>37</b>	105



Childcare Centers	14	12	22	17	<b>36</b>	101
Computer Lab	18	16	22	13	<b>36</b>	105
Natural Food Stores	6	10	28	28	<b>35</b>	107
Adult Education	15	17	21	17	<b>33</b>	103
Banks or Financial Services	4	8	33	25	<b>33</b>	103
Drug Stores/Pharmacies	8	11	31	24	<b>33</b>	107
Streetcars	19	15	16	13	<b>32</b>	95
Job Training Centers	15	16	30	11	<b>31</b>	103
Gym/Day Spas	15	20	19	26	<b>27</b>	107
Senior Housing	23	15	25	16	<b>27</b>	106
Market Rate Apartments	10	13	31	<b>31</b>	19	104
Market Rate Condominiums	17	13	26	<b>28</b>	20	104
Small Performance Venues	1	19	<b>41</b>	27	19	107
Hardware Stores	8	14	<b>40</b>	24	21	107
Neighborhood Museum	15	29	<b>38</b>	13	12	107
Ethnic Food Stores	5	21	<b>37</b>	20	24	107
Commercial Office Space	22	18	<b>37</b>	16	16	109
Clothing Stores	11	26	<b>37</b>	13	20	107
Festivals/events	5	11	<b>36</b>	27	28	107
Art Galleries	11	21	<b>36</b>	23	16	107
Dry Cleaners	14	21	<b>33</b>	17	20	105
Gardening Supplies	17	24	<b>33</b>	17	10	101
Beer/Wine Stores	32	17	<b>33</b>	15	8	105
Public Agencies	19	24	<b>32</b>	20	13	108
Movie Theaters	12	23	<b>32</b>	18	23	108
Bars or Pubs	12	16	<b>29</b>	28	22	107
Hotel	26	24	<b>27</b>	18	14	109
Shoe Stores	33	<b>35</b>	22	7	10	107
Discount Stores	27	<b>33</b>	19	9	19	107

Arts and Craft Shops	18	<b>31</b>	31	10	15	105
Laundromats	29	<b>30</b>	18	13	15	105
Artist Housing	18	<b>28</b>	24	15	20	105
Fast Food Restaurants	<b>62</b>	18	12	6	9	107
Toy Stores	<b>50</b>	30	17	6	4	107
Nail Salons	<b>50</b>	23	19	5	8	105
Pet Stores	<b>43</b>	22	24	10	8	107
Restaurants: Nat'l Chains	<b>39</b>	26	25	8	10	108
Computer Repair/Sales	<b>33</b>	23	25	11	8	100
Barbershops/Hair Salons	<b>30</b>	22	19	11	22	104
Transitional Housing	<b>27</b>	27	13	18	18	103

## 7.2.5 Preferences and Availability of College Students

### 7.2.5.1 Employment Opportunities

Employment Opportunities – College Students						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Public Agencies	9	14	23	26	<b>27</b>	99
Commercial Office Space	16	15	<b>35</b>	19	19	104
Hotel	20	15	<b>33</b>	19	19	106
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Hotel	<b>68</b>	16	12	5	1	102
Public Agencies	23	<b>36</b>	29	8	2	98
Commercial Office Space	23	<b>35</b>	28	9	6	101
						<b>Question Totals</b>
<i>answered question</i>						<b>106</b>
<i>skipped question</i>						<b>3</b>

### 7.2.5.2 Entertainment

Entertainment – College Students						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Festivals/events	1	6	23	29	<b>45</b>	104
Movie Theaters	6	11	27	29	<b>31</b>	104
Neighborhood Museum	10	16	27	20	<b>31</b>	104
Art Galleries	12	8	26	29	<b>29</b>	104
Small Performance Venues	8	11	29	27	<b>29</b>	104
Bars or Pubs	22	23	<b>31</b>	17	11	104
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Movie Theaters	<b>55</b>	15	16	8	7	101
Neighborhood Museum	<b>55</b>	19	11	8	7	100
Art Galleries	<b>52</b>	22	13	11	3	101
Small Performance Venues	<b>30</b>	30	29	9	3	101
Festivals/events	18	<b>31</b>	31	11	10	101
Bars or Pubs	16	<b>23</b>	23	17	21	100
						<b>Question Totals</b>
<i>answered question</i>						<b>104</b>
<i>skipped question</i>						<b>5</b>

### 7.2.5.3 Food Services

Food Services – College Students						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Grocery Stores	4	2	14	20	<b>64</b>	104
Ethnic Food Stores	7	12	22	23	<b>40</b>	104
Natural Food Stores	13	6	25	24	<b>35</b>	103
Restaurants: Independent	8	7	25	29	<b>33</b>	102
Coffee Houses	6	21	<b>31</b>	23	23	104
Restaurants: Nat'l Chains	18	11	<b>26</b>	23	24	102
Fast Food Restaurants	<b>26</b>	14	24	18	22	104
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Natural Food Stores	<b>38</b>	38	13	6	7	102
Restaurants: Nat'l Chains	<b>29</b>	16	26	15	15	101
Grocery Stores	<b>27</b>	25	22	9	18	101
Ethnic Food Stores	12	16	<b>31</b>	20	23	102
Restaurants: Independent	24	23	<b>25</b>	12	16	100
Coffee Houses	13	22	<b>23</b>	21	21	100
Fast Food Restaurants	6	5	26	21	<b>44</b>	102
						<b>Question Totals</b>
<i>answered question</i>						<b>104</b>
<i>skipped question</i>						<b>5</b>

### 7.2.5.4 Housing

Housing – College Students						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Affordable Apartments	2	2	9	13	<b>77</b>	103
Affordable Condominiums	6	7	13	13	<b>63</b>	102
Senior Housing	18	8	19	17	<b>39</b>	101
Transitional Housing	14	15	22	20	<b>30</b>	101
Market Rate Condominiums	13	14	21	25	<b>29</b>	102
Market Rate Apartments	10	16	21	27	<b>28</b>	102
Artist Housing	<b>23</b>	16	22	20	21	102
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Artist Housing	<b>46</b>	26	20	4	0	96
Affordable Condominiums	<b>43</b>	29	18	8	0	98
Senior Housing	<b>42</b>	32	15	6	1	96
Transitional Housing	<b>42</b>	27	21	5	1	96
Affordable Apartments	<b>35</b>	25	30	6	3	99
Market Rate Condominiums	<b>32</b>	25	26	9	5	97
Market Rate Apartments	29	20	<b>32</b>	10	6	97
						<b>Question Totals</b>
<i>answered question</i>						<b>103</b>
<i>skipped question</i>						<b>6</b>

### 7.2.5.5 Public Services

<b>Public Services – College Students</b>						
<b>Importance to You?</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Schools	2	4	4	12	<b>81</b>	103
Library	1	5	7	19	<b>72</b>	104
Youth Recreation	3	4	5	19	<b>70</b>	101
After School Programs	6	4	9	16	<b>67</b>	102
Banks or Financial Services	0	2	9	28	<b>64</b>	103
Computer Lab	4	8	17	12	<b>63</b>	104
Health/Mental Health Svcs.	5	7	10	16	<b>61</b>	99
Post Office	2	6	12	18	<b>61</b>	99
Adult Education	4	4	10	25	<b>60</b>	103
Childcare Centers	8	7	8	21	<b>60</b>	104
Park/Green Space	0	7	15	20	<b>60</b>	102
Children's Play Areas	6	6	12	21	<b>59</b>	104
Community Centers	0	2	17	22	<b>58</b>	99
Job Training Centers	3	7	18	18	<b>56</b>	102
Community Gardening	11	11	31	19	<b>31</b>	103
<b>Do you think this is currently available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Community Gardening	<b>50</b>	26	14	3	3	96
Computer Lab	<b>43</b>	21	15	8	9	96
Job Training Centers	<b>43</b>	25	19	4	4	95
Park/Green Space	<b>40</b>	23	20	5	7	95

Adult Education	<b>31</b>	25	21	5	13	95
Children's Play Areas	<b>30</b>	26	23	8	9	96
Health/Mental Health Svcs.	<b>30</b>	22	20	15	5	92
Library	<b>28</b>	20	21	8	20	97
Community Centers	<b>27</b>	25	23	8	10	93
Post Office	<b>27</b>	17	31	9	9	93
Childcare Centers	21	<b>32</b>	23	10	10	96
Schools	8	11	<b>40</b>	13	25	97
Youth Recreation	14	26	<b>29</b>	8	18	95
After School Programs	20	26	<b>28</b>	10	10	94
Banks or Financial Services	15	23	<b>26</b>	17	16	97
						<b>Question Totals</b>
<i>answered question</i>						<b>105</b>
<i>skipped question</i>						<b>4</b>

#### 7.2.5.6 Retail Shopping

Retail Shopping – College Students						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Book Stores	3	7	20	19	<b>55</b>	104
Drug Stores/Pharmacies	5	3	17	31	<b>48</b>	104
Clothing Stores	4	7	20	27	<b>46</b>	104
Discount Stores	6	11	23	20	<b>44</b>	104
Arts and Craft Shops	15	18	23	18	<b>26</b>	100
Hardware Stores	21	17	<b>34</b>	12	20	104



Shoe Stores	11	21	<b>31</b>	21	20	104
Toy Stores	28	24	<b>31</b>	8	12	103
Beer/Wine Stores	<b>45</b>	22	18	8	10	103
Pet Stores	<b>32</b>	27	28	7	10	104
<b>Do you think this is currently available?</b>						
<b>Answer Options</b>	<b>1 - Not available now</b>	<b>2 - Sparsely Available</b>	<b>3 - Available</b>	<b>4 - Available with choices</b>	<b>5 - Abundant</b>	<b>Response Count</b>
Pet Stores	<b>66</b>	18	8	3	1	96
Toy Stores	<b>58</b>	23	9	3	3	96
Arts and Craft Shops	<b>55</b>	21	11	4	2	93
Hardware Stores	<b>45</b>	30	10	5	6	96
Shoe Stores	<b>33</b>	32	19	8	6	98
Discount Stores	<b>30</b>	21	28	8	10	97
Book Stores	<b>27</b>	27	25	8	11	98
Clothing Stores	12	27	<b>35</b>	10	14	98
Drug Stores/Pharmacies	7	20	<b>33</b>	17	22	99
Beer/Wine Stores	15	9	18	26	<b>31</b>	99
						<b>Question Totals</b>
<i>answered question</i>						<b>104</b>
<i>skipped question</i>						<b>5</b>

### 7.2.5.7 Retail Services

Retail Services – College Students						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Barbershops/Hair Salons	8	4	25	16	52	105
Laundromats	17	11	22	21	33	104
Gym/Day Spas	11	12	18	32	31	104
Computer Repair/Sales	13	13	21	31	21	99
Nail Salons	23	12	35	16	18	104
Dry Cleaners	5	18	34	19	29	105
Gardening Supplies	31	24	23	9	11	98
Currently Available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Gardening Supplies	58	19	11	3	3	94
Computer Repair/Sales	52	20	13	5	3	93
Gym/Day Spas	52	22	15	4	4	97
Dry Cleaners	32	29	19	10	10	100
Laundromats	24	23	24	12	14	97
Nail Salons	9	19	19	29	21	97
Barbershops/Hair Salons	6	9	30	22	33	100
						Question Totals
<i>answered question</i>						105
<i>skipped question</i>						4

### 7.2.5.8 Streetscape/Transportation

Streetscape/Transportation – College Students						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Safety	1	1	7	2	<b>90</b>	101
Lighting	2	3	7	15	<b>74</b>	101
Parking	5	6	8	9	<b>73</b>	101
Bus/Shuttlebuses	2	2	6	19	<b>72</b>	101
Bicycle Lanes	23	12	13	21	<b>32</b>	101
Streetcars	24	9	11	15	<b>31</b>	90
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Bicycle Lanes	<b>43</b>	13	17	10	12	95
Streetcars	<b>35</b>	13	11	7	17	83
Safety	<b>33</b>	30	26	5	2	96
Parking	33	<b>37</b>	15	5	6	96
Lighting	9	20	<b>35</b>	17	15	96
Bus/Shuttlebuses	8	7	16	25	<b>40</b>	96
						<b>Question Totals</b>
<i>answered question</i>						<b>104</b>
<i>skipped question</i>						<b>5</b>

### 7.2.5.9 Themes

Themes – College Students						
Importance to You?						
Answer Options	1 - Not important at all	2 - A little important	3 - Important	4 - Very Important	5 - Extremely Important	Response Count
Locally Based Businesses	8	3	11	12	<b>63</b>	97
Historic Preservation	7	3	9	19	<b>59</b>	97
Arts and culture	7	3	13	17	<b>57</b>	97
Environmental Awareness	10	4	10	18	<b>55</b>	97
Do you think this is currently available?						
Answer Options	1 - Not available now	2 - Sparsely Available	3 - Available	4 - Available with choices	5 - Abundant	Response Count
Environmental Awareness	<b>41</b>	31	13	4	4	93
Historic Preservation	<b>31</b>	25	20	10	7	93
Arts and culture	<b>27</b>	20	25	15	5	92
Locally Based Businesses	20	19	<b>28</b>	14	12	93
						<b>Question Totals</b>
<i>answered question</i>						<b>97</b>
<i>skipped question</i>						<b>12</b>

### 7.2.5.10 Combined Categories

<b>Importance to You? – College Students</b>						
<b>Answer Options</b>	<b>1 - Not important at all</b>	<b>2 - A little important</b>	<b>3 - Important</b>	<b>4 - Very Important</b>	<b>5 - Extremely Important</b>	<b>Response Count</b>
Safety	1	1	7	2	<b>90</b>	101
Schools	2	4	4	12	<b>81</b>	103
Affordable Apartments	2	2	9	13	<b>77</b>	103
Lighting	2	3	7	15	<b>74</b>	101
Parking	5	6	8	9	<b>73</b>	101
Library	1	5	7	19	<b>72</b>	104
Bus/Shuttlebuses	2	2	6	19	<b>72</b>	101
Youth Recreation	3	4	5	19	<b>70</b>	101
After School Programs	6	4	9	16	<b>67</b>	102
Grocery Stores	4	2	14	20	<b>64</b>	104
Banks or Financial Services	0	2	9	28	<b>64</b>	103
Affordable Condominiums	6	7	13	13	<b>63</b>	102
Computer Lab	4	8	17	12	<b>63</b>	104
Locally Based Businesses	8	3	11	12	<b>63</b>	97
Health/Mental Health Svcs.	5	7	10	16	<b>61</b>	99
Post Office	2	6	12	18	<b>61</b>	99
Adult Education	4	4	10	25	<b>60</b>	103
Childcare Centers	8	7	8	21	<b>60</b>	104
Park/Green Space	0	7	15	20	<b>60</b>	102
Children's Play Areas	6	6	12	21	<b>59</b>	104
Historic Preservation	7	3	9	19	<b>59</b>	97
Community Centers	0	2	17	22	<b>58</b>	99

Arts and culture	7	3	13	17	<b>57</b>	97
Job Training Centers	3	7	18	18	<b>56</b>	102
Book Stores	3	7	20	19	<b>55</b>	104
Environmental Awareness	10	4	10	18	<b>55</b>	97
Barbershops/Hair Salons	8	4	25	16	<b>52</b>	105
Drug Stores/Pharmacies	5	3	17	31	<b>48</b>	104
Clothing Stores	4	7	20	27	<b>46</b>	104
Festivals/events	1	6	23	29	<b>45</b>	104
Discount Stores	6	11	23	20	<b>44</b>	104
Ethnic Food Stores	7	12	22	23	<b>40</b>	104
Senior Housing	18	8	19	17	<b>39</b>	101
Natural Food Stores	13	6	25	24	<b>35</b>	103
Restaurants: Independent	8	7	25	29	<b>33</b>	102
Laundromats	17	11	22	21	<b>33</b>	104
Bicycle Lanes	23	12	13	21	<b>32</b>	101
Movie Theaters	6	11	27	29	<b>31</b>	104
Neighborhood Museum	10	16	27	20	<b>31</b>	104
Community Gardening	11	11	31	19	<b>31</b>	103
Streetcars	24	9	11	15	<b>31</b>	90
Transitional Housing	14	15	22	20	<b>30</b>	101
Art Galleries	12	8	26	29	<b>29</b>	104
Small Performance Venues	8	11	29	27	<b>29</b>	104
Market Rate Condominiums	13	14	21	25	<b>29</b>	102
Market Rate Apartments	10	16	21	27	<b>28</b>	102
Public Agencies	9	14	23	26	<b>27</b>	99
Arts and Craft Shops	15	18	23	18	<b>26</b>	100
Gym/Day Spas	11	12	18	<b>32</b>	31	104
Computer Repair/Sales	13	13	21	<b>31</b>	21	99

Commercial Office Space	16	15	<b>35</b>	19	19	104
Nail Salons	23	12	<b>35</b>	16	18	104
Dry Cleaners	5	18	<b>34</b>	19	29	105
Hardware Stores	21	17	<b>34</b>	12	20	104
Hotel	20	15	<b>33</b>	19	19	106
Coffee Houses	6	21	<b>31</b>	23	23	104
Shoe Stores	11	21	<b>31</b>	21	20	104
Bars or Pubs	22	23	<b>31</b>	17	11	104
Toy Stores	28	24	<b>31</b>	8	12	103
Restaurants: Nat'l Chains	18	11	<b>26</b>	23	24	102
Beer/Wine Stores	<b>45</b>	22	18	8	10	103
Pet Stores	<b>32</b>	27	28	7	10	104
Gardening Supplies	<b>31</b>	24	23	9	11	98
Fast Food Restaurants	<b>26</b>	14	24	18	22	104
Artist Housing	<b>23</b>	16	22	20	21	102

## 7.3 Evaluation

### 7.3.1 Evaluation of All Respondents

<b>When I want or need to go shopping, I go on Georgia Avenue. This is:</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Always True	0.9%	5
Sometimes True	37.3%	198
Never True	61.8%	328
<i>answered question</i>		<b>531</b>
<i>skipped question</i>		<b>159</b>

<b>When I go out to eat, I go to a restaurant or eatery on Georgia Avenue. This is:</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Always True	1.5%	8
Sometimes True	54.2%	287
Never True	44.3%	235
<i>answered question</i>		<b>530</b>
<i>skipped question</i>		<b>160</b>

<b>When I am interested in participating in a cultural or recreational activity, I go to one on Georgia Avenue. This is:</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Always True	2.9%	15
Sometimes True	27.8%	146
Never True	69.4%	365
<i>answered question</i>		<b>526</b>
<i>skipped question</i>		<b>164</b>

<b>What current aspects of Georgia Ave makes you WANT to shop/dine/enjoy being there?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Proximity	80.3%	417
The local businesses	34.5%	179
Mix of businesses	18.7%	97
The people I encounter	18.1%	94
Unique services/products	14.8%	77
Atmosphere	12.1%	63
Streetscape	8.3%	43
None of the above	8.3%	43
Other (please specify)	6.2%	32
Other	0.4%	2



<i>answered question</i>	<b>519</b>
<i>skipped question</i>	<b>171</b>

OTHER Responses:

Close to metro	Great African American history	Learning more about it from the newsletter
Great potential for revitalization	Variety of potential restaurants	Easy to find parking
It's my home	location	I would LOVE it if there were more sit down dining options on GA.
Potential to be great!	Sometimes I force myself to go to GA just to help businesses	I would go there if it looked like the U Street corridor
Nothing makes me want to go to Georgia Ave	Health food store and carryout	There is so much potential, but no reason for me CURRENTLY WANT to be on GA avenue.
History and possibilities	Hope for its further revitalization	I want to support my neighbors who run local businesses here.
The potential I see in the neighborhood makes me want to support it, but in its current state there is little there that I can truly take advantage of.	I generally never spend time on Georgia ave though I live right off of it because I can go on U street or Logan circle	Sweet Mango Cafe, Fasika
The Metro and select local businesses (Yes, Qualia Coffee, Bank of America)	Qualia coffee	Local resturants like domku, looking glass, (new spots bar that should open up soon)
Want to see it flourish	Hope for the future	Neighborhood pride
Great outdoor space around Banneker	Convenience	
	It's close to my university	
	Close to bus line and metro.	
	History	

<b>What aspects of Georgia Ave makes you NOT WANT to shop/dine/enjoy being there?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Cleanliness	73.1%	378
Safety	70.0%	362
Atmosphere	60.0%	310
Streetscape	47.2%	244
Quality Products/Services	47.0%	243
Mix of Businesses	38.1%	197
Traffic/Parking	25.9%	134
Friendliness/Helpfulness	22.6%	117
Unique Products/Services	20.1%	104
Other (please specify)	9.7%	50
<i>answered question</i>		<b>517</b>
<i>skipped question</i>		<b>173</b>

## OTHER Responses:

Lack of good options for dining, shopping
The Safeway is disgusting!
Would have to go to many different stores-sometimes that is fine but not all the time
The constant loitering of drunk men
ie. LACK of all items above.
No variety in services offered
It seems like the traffic signals are not timed well between one another and makes for a long trip from Silver Spring to Howard Hos..
But it is getting better
Georgia Avenue businesses are poorly served by Howard U policies and land use.
Traffic
Lack of shoe stores, clothing stores, computer stores, etc.
A few too many liquor and convenience stores.
Lack of safe parking
Vacant storefronts; getting leered at in front of The House
To be clear - I mark these because of their LACK on Georgia Ave.
All day loitering of others

The House
Lack of good schools
Very little to offer beyond fried food and booze.
Loud dangerously speeding vehicles
Lack of options
Wish there were more restaurant options
Derranged homeless people
Pride in the area
I prefer visiting Tivoli Square for shopping/dining
I have difficulty relating to the culture.
The people I encounter
Dealers on street corners
Lack of options
Scarcity of metro access, poor quality local business
Every time I go to GA Ave I see drug deals or users
Trying to crossing at Morton Street, very dangerous!
Careless drivers with no regard to the rule of law.
Street doesn't feel safe for pedestrian crossings
Litter and loitering
More amenities in other areas
There are simply more amenities in other areas I frequent
The Neighborhood is depressed.

Lack of the business I need
There is nothing there except inadequate commercial establishments
There are few decent stores, most sell cheap quality items.
There is a poor variety of business
I hate the abundance of liquor stores, nail salons and the strip club right next to the charter school. I hate seeing booty fliers on the ground in front of the school when I'm on my way to the metro in the morning.
Can be/feel dangerous at night.
Not the stores that I use.
Not People and Bike Friendly...Too many speeding cars
There's a strip club next to a school! Need I say more???
lack of bike lanes/parking
Looks drug infested, afraid to go to either bank
Very difficult to cross street in ped zones between traffic lights

### 7.3.2 Evaluation of Respondents who Replied “I Live Here”

When I want or need to go shopping, I go on Georgia Avenue. This is:		
Answer Options	Response Percent	Response Count
Always True	0.9%	4
Sometimes True	37.0%	163
Never True	62.1%	274
<i>answered question</i>		<b>441</b>
<i>skipped question</i>		<b>127</b>

When I go out to eat, I go to a restaurant or eatery on Georgia Avenue. This is:		
Answer Options	Response Percent	Response Count
Always True	1.4%	6
Sometimes True	50.5%	222
Never True	48.2%	212
<i>answered question</i>		<b>440</b>
<i>skipped question</i>		<b>128</b>

When I am interested in participating in a cultural or recreational activity, I go to one on Georgia Avenue. This is:		
Answer Options	Response Percent	Response Count
Always True	3.2%	14
Sometimes True	26.3%	115
Never True	70.5%	309
<i>answered question</i>		<b>438</b>
<i>skipped question</i>		<b>130</b>

What current aspects of Georgia Ave makes you WANT to shop/dine/enjoy being there?		
Answer Options	Response Percent	Response Count
Proximity	84.0%	361
The local businesses	35.6%	153
Mix of businesses	18.4%	79
The people I encounter	18.1%	78
Unique services/products	12.8%	55
Atmosphere	12.1%	52
Streetscape	7.7%	33
Other (please specify)	7.0%	30

None of the above	6.5%	28
Other	0.5%	2
<b><i>answered question</i></b>		<b>430</b>
<b><i>skipped question</i></b>		<b>138</b>

[The aggregate of “Other” responses are included in section 7.3.1]

<b>What aspects of Georgia Ave makes you NOT WANT to shop/dine/enjoy being there?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Cleanliness	73.4%	314
Safety	71.0%	304
Atmosphere	64.5%	276
Streetscape	53.0%	227
Quality Products/Services	49.5%	212
Mix of Businesses	43.5%	186
Friendliness/Helpfulness	23.1%	99
Unique Products/Services	22.4%	96
Traffic/Parking	22.0%	94
Other (please specify)	11.2%	48
<b><i>answered question</i></b>		<b>428</b>
<b><i>skipped question</i></b>		<b>140</b>

[The aggregate of “Other” responses are included in section 7.3.1]

### 7.3.3 Evaluation of Respondents who Live on Harvard and North

<b>When I want or need to go shopping, I go on Georgia Avenue. This is:</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Always True	1.1%	3
Sometimes True	42.4%	118
Never True	56.5%	157
<b><i>answered question</i></b>		<b>278</b>
<b><i>skipped question</i></b>		<b>4</b>

<b>When I go out to eat, I go to a restaurant or eatery on Georgia Avenue. This is:</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Always True	1.1%	3
Sometimes True	52.3%	145
Never True	46.6%	129
<b><i>answered question</i></b>		<b>277</b>

<i>skipped question</i>	<b>5</b>
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<b>When I am interested in participating in a cultural or recreational activity, I go to one on Georgia Avenue. This is:</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Always True	4.0%	11
Sometimes True	23.9%	66
Never True	72.1%	199
<i>answered question</i>		<b>276</b>
<i>skipped question</i>		<b>6</b>

<b>What current aspects of Georgia Ave makes you WANT to shop/dine/enjoy being there?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Proximity	86.1%	236
The local businesses	36.9%	101
The people I encounter	17.2%	47
Mix of businesses	16.8%	46
Unique services/products	12.4%	34
Atmosphere	8.4%	23
Other (please specify)	7.7%	21
Streetscape	6.6%	18
None of the above	4.7%	13
Other	0.4%	1
<i>answered question</i>		<b>274</b>
<i>skipped question</i>		<b>8</b>
<b>What aspects of Georgia Ave makes you NOT WANT to shop/dine/enjoy being there?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Cleanliness	74.0%	202
Safety	72.2%	197
Atmosphere	68.1%	186
Streetscape	54.2%	148
Quality Products/Services	53.5%	146
Mix of Businesses	47.6%	130
Friendliness/Helpfulness	26.0%	71
Unique Products/Services	24.2%	66
Traffic/Parking	19.8%	54
Other (please specify)	12.8%	35
<i>answered question</i>		<b>273</b>
<i>skipped question</i>		<b>9</b>

#### 7.3.4 Evaluation of Respondents who Live South of Harvard

When I want or need to go shopping, I go on Georgia Avenue. This is:		
Answer Options	Response Percent	Response Count
Always True	0.0%	0
Sometimes True	23.4%	25
Never True	76.6%	82
<i>answered question</i>		<b>107</b>
<i>skipped question</i>		<b>2</b>

When I go out to eat, I go to a restaurant or eatery on Georgia Avenue. This is:		
Answer Options	Response Percent	Response Count
Always True	1.9%	2
Sometimes True	44.9%	48
Never True	53.3%	57
<i>answered question</i>		<b>107</b>
<i>skipped question</i>		<b>2</b>

When I am interested in participating in a cultural or recreational activity, I go to one on Georgia Avenue. This is:		
Answer Options	Response Percent	Response Count
Always True	1.9%	2
Sometimes True	33.6%	36
Never True	64.5%	69
<i>answered question</i>		<b>107</b>
<i>skipped question</i>		<b>2</b>

What current aspects of Georgia Ave makes you WANT to shop/dine/enjoy being there?		
Answer Options	Response Percent	Response Count
Proximity	80.4%	82
The local businesses	33.3%	34
The people I encounter	23.5%	24
Mix of businesses	22.5%	23
Atmosphere	21.6%	22
Unique services/products	13.7%	14
Streetscape	12.7%	13
None of the above	9.8%	10
Other (please specify)	4.9%	5
Other	1.0%	1
<i>answered question</i>		<b>102</b>
<i>skipped question</i>		<b>7</b>

[The aggregate of “Other” responses are included in section 7.3.1]

<b>What aspects of Georgia Ave makes you NOT WANT to shop/dine/enjoy being there?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Cleanliness	71.2%	74
Safety	67.3%	70
Atmosphere	55.8%	58
Streetscape	52.9%	55
Quality Products/Services	42.3%	44
Mix of Businesses	34.6%	36
Traffic/Parking	25.0%	26
Friendliness/Helpfulness	18.3%	19
Unique Products/Services	16.3%	17
Other (please specify)	9.6%	10
<b><i>answered question</i></b>		<b>104</b>
<b><i>skipped question</i></b>		<b>5</b>

[The aggregate of "Other" responses are included in section 7.3.1]

### 7.3.5 College Students

<b>When I want or need to go shopping, I go on Georgia Avenue. This is:</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Always True	2.0%	2
Sometimes True	37.3%	38
Never True	60.8%	62
<b><i>answered question</i></b>		<b>102</b>
<b><i>skipped question</i></b>		<b>7</b>

<b>When I go out to eat, I go to a restaurant or eatery on Georgia Avenue. This is:</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Always True	2.0%	2
Sometimes True	73.5%	75
Never True	24.5%	25
<b><i>answered question</i></b>		<b>102</b>
<b><i>skipped question</i></b>		<b>7</b>

<b>When I am interested in participating in a cultural or recreational activity, I go to one on Georgia Avenue. This is:</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Always True	4.0%	4
Sometimes True	39.6%	40
Never True	56.4%	57
<b><i>answered question</i></b>		<b>101</b>

What current aspects of Georgia Ave makes you WANT to shop/dine/enjoy being there?		
Answer Options	Response Percent	Response Count
Proximity	65.3%	62
Unique services/products	24.2%	23
The local businesses	23.2%	22
Atmosphere	18.9%	18
Mix of businesses	16.8%	16
The people I encounter	13.7%	13
None of the above	10.5%	10
Streetscape	7.4%	7
Other (please specify)	1.1%	1
Other	0.0%	0
<i>answered question</i>		<b>95</b>
<i>skipped question</i>		<b>14</b>

[The aggregate of “Other” responses are included in section 7.3.1]

What aspects of Georgia Ave makes you NOT WANT to shop/dine/enjoy being there?		
Answer Options	Response Percent	Response Count
Cleanliness	66.3%	65
Safety	63.3%	62
Traffic/Parking	43.9%	43
Atmosphere	31.6%	31
Quality Products/Services	31.6%	31
Friendliness/Helpfulness	22.4%	22
Streetscape	14.3%	14
Mix of Businesses	9.2%	9
Unique Products/Services	8.2%	8
Other (please specify)	1.0%	1
<i>answered question</i>		<b>98</b>
<i>skipped question</i>		<b>11</b>

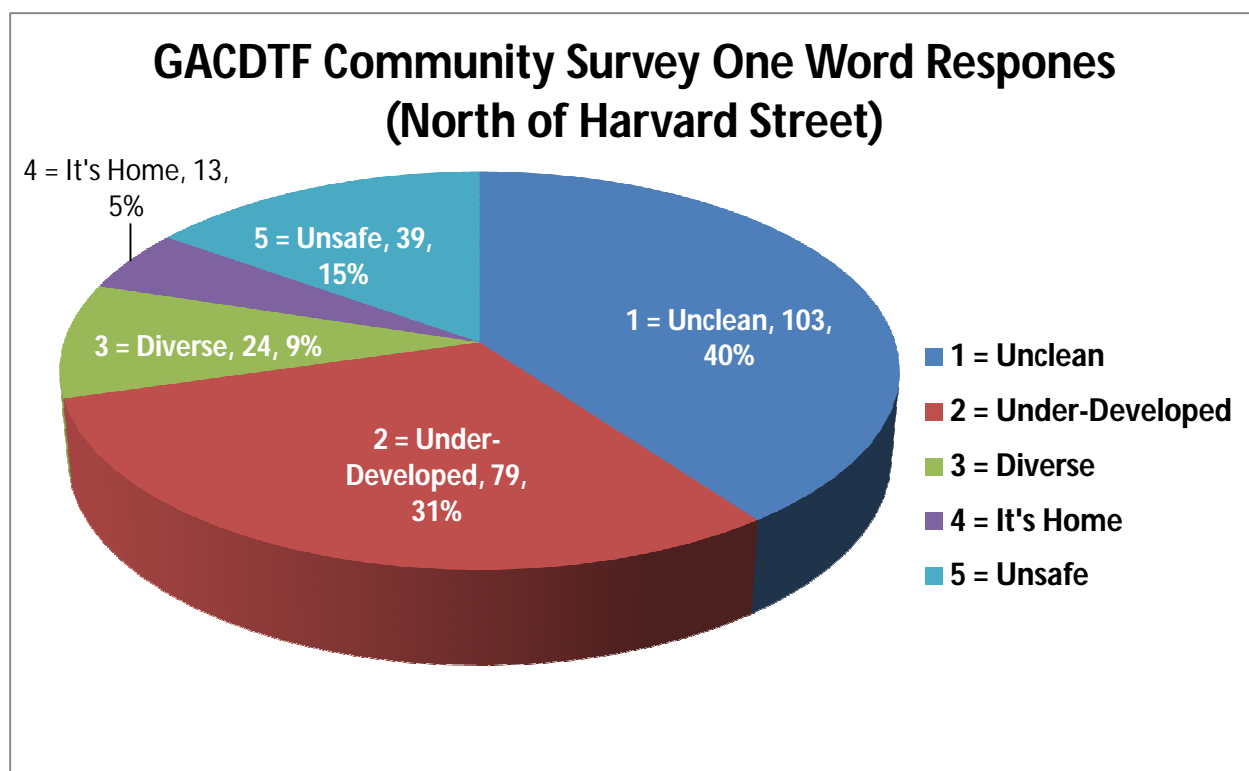
[The aggregate of “Other” responses are included in section 7.3.1]

## 7.4 One Word Comments

### 7.4.1 Harvath and North

Refer to Appendix II for the actual responses.

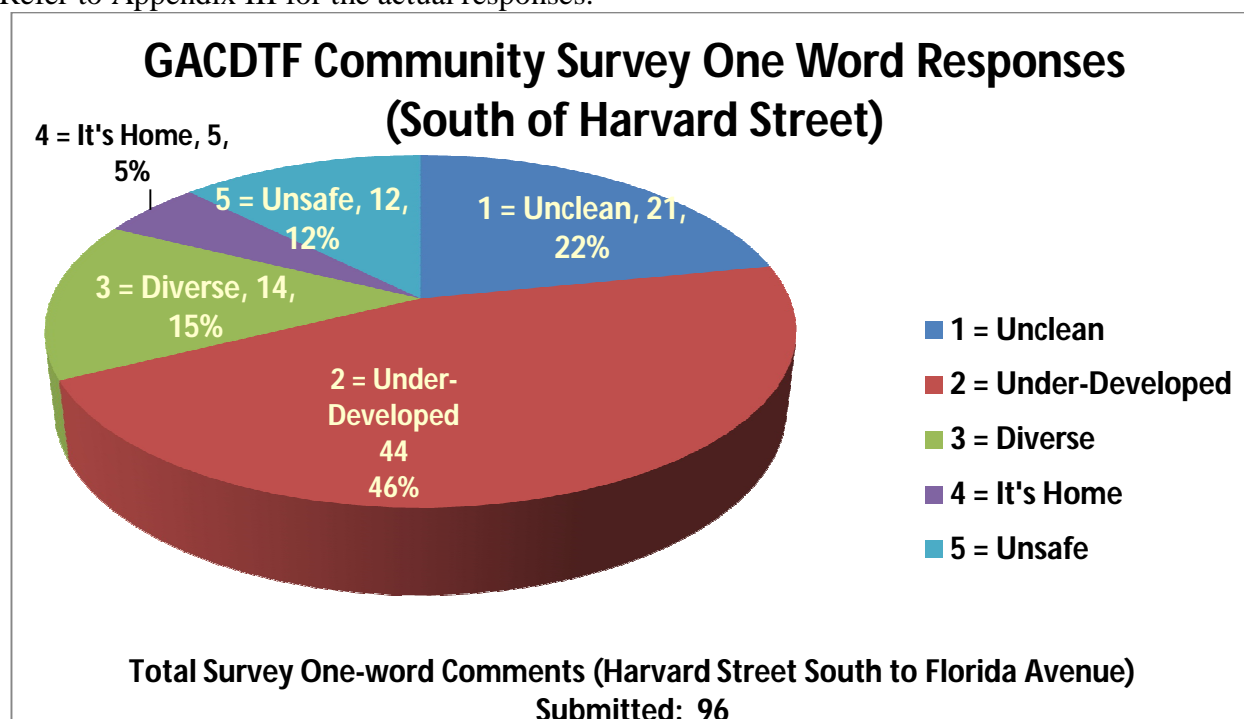




**Total Survey One-word Comments (Harvard Street North to Rock Creek Church Road) Submitted: 258**

#### 7.4.2 South of Harvard

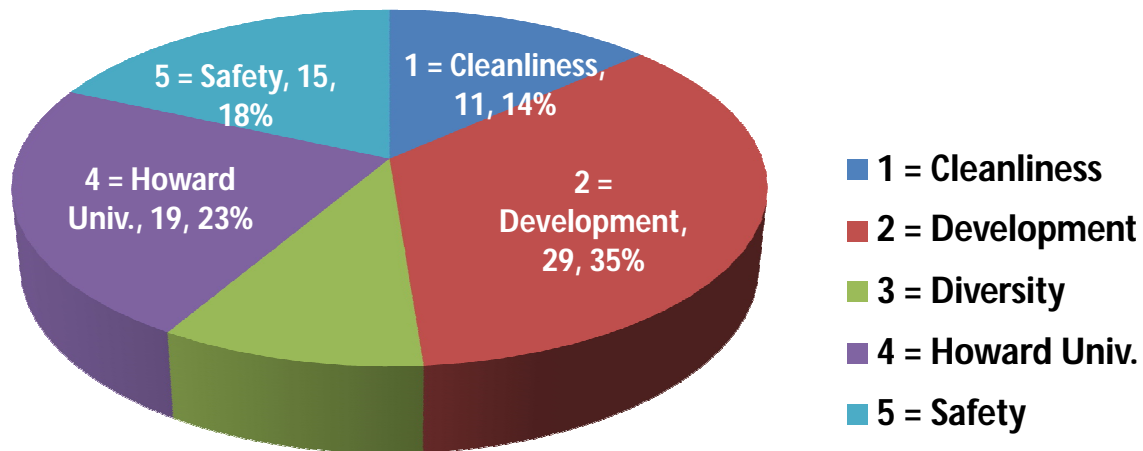
Refer to Appendix III for the actual responses.



#### 7.4.3 College Students

Refer to Appendix IV for the actual responses.

## GACDTF Community Survey One Word Responses (Howard University Students)

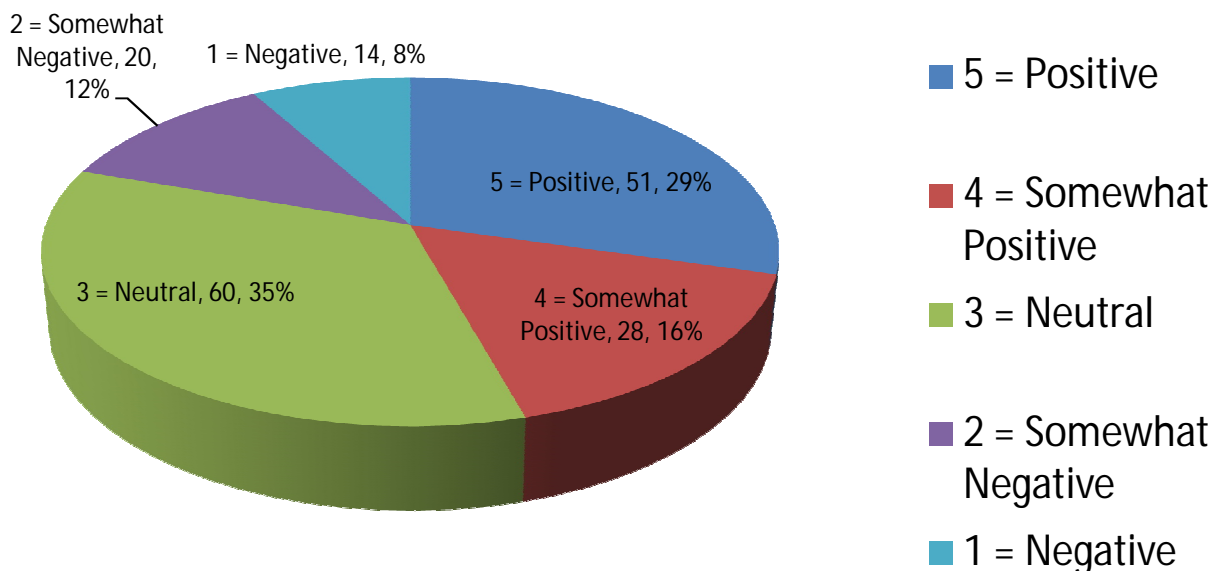


Total Survey One-word Comments (Harvard Street North to Rock Creek Church Road)  
Submitted: 82

### 7.5 Final Comments – All Respondents

Refer to Appendix IV for the actual responses.

## GACDTF Survey Final Comment Rankings



Results from Georgia Avenue Community Development Task Force Survey  
Comment Rankings - Total Number of Comments Submitted: 173



**APPENDIX I: The Survey**

# GEORGIA AVENUE COMMUNITY SURVEY

Para llenar esta encuesta en español, visite a <http://sites.google.com/site/pleasantplainsdc/survey> o [Sylvia@ecacollective.org](mailto:Sylvia@ecacollective.org). Major development is on its way to Georgia Avenue between New Hampshire Avenue and S St. NW. The **Georgia Avenue Community Development Task Force** is a grassroots community effort to ensure the current residents have an opportunity to make their desires known. Your participation is critical. Please take a few minutes to complete the survey, and either return it by mail or bring it to one of the drop off points listed on the back. For questions contact Sylvia Robinson at (202) 462-2285 or [Sylvia@ecacollective.org](mailto:Sylvia@ecacollective.org). Complete this survey online at <http://sites.google.com/site/pleasantplainsdc/survey>

**Which of the following best represents your connection to the neighborhoods surrounding Georgia Ave?**

- |  |   |
|--|---|
| <input type="checkbox"/> I live here                               | <input type="checkbox"/> I don't live here but attend High School here    |
| <input type="checkbox"/> I live here with children under 18        | <input type="checkbox"/> I don't live here but I work here                |
| <input type="checkbox"/> I live here and attend college here       | <input type="checkbox"/> I don't live here but I shop or socialize here   |
| <input type="checkbox"/> I live here and attend High School here   | <input type="checkbox"/> I don't live here but my faith community is here |
| <input type="checkbox"/> I live here and run a business here       | <input type="checkbox"/> I am a local government representative           |
| <input type="checkbox"/> I don't live here but attend college here | <input type="checkbox"/> None of the above                                |
| <input type="checkbox"/> I don't live here but run a business here |   |

For each item below, in the first column tell us how important that item is to you on a scale of 1-5, with 1 being not important at all and 5 being very important. In the second column tell us whether you think the item is available on Georgia Avenue on a scale of 1-5 with 1 being never available and 5 being always available.

	Important? 1-5	Currently Available? 1-5
<b>Employment Opportunities</b>		
Hotel		
Commercial Office Space		
Public Agencies		
<b>Entertainment</b>		
Art Galleries		
Bars or Pubs		
Festivals/events		
Movie Theaters		
Small Performance Venues		
Neighborhood Museum		
<b>Food Services</b>		
Coffee Houses		
Ethnic Food Stores		
Fast Food Restaurants		
Grocery Stores		
Natural Food Stores		
Restaurants: Nat'l Chains		
Restaurants: Independent		
<b>Housing</b>		
Affordable Apartments		
Affordable Condominiums		
Artist Housing		
Market Rate Apartments		
Market Rate Condominiums		
Senior Housing		
Transitional Housing		

	Important? 1-5	Currently Available 1-5
<b>Public Services</b>		
Adult Education		
After School Programs		
Banks or Financial Services		
Childcare Centers		
Children's Play Areas		
Community Centers		
Community Gardening		
Computer Lab		
Health/Mental Health Svcs.		
Post Office		
Job Training Centers		
Library		
Park/Green Space		
Schools		
Youth Recreation		
<b>Retail Shopping</b>		
Arts and Craft Shops		
Book Stores		
Clothing Stores		
Discount Stores		
Drug Stores/Pharmacies		
Hardware Stores		
Pet Stores		
Shoe Stores		
Toy Stores		
Beer/Wine Stores		

	Important? 1-5	Available? 1-5
<b>Retail Services</b>		
Barbershops/Hair Salons		
Computer Repair/Sales		
Dry Cleaners		
Gardening Supplies		
Gym/Day Spas		
Laundromats		
Nail Salons		
<b>Streetscape/Transportation</b>		
Bicycle Lanes		

Bus/Shuttlebuses		
Streetcars		
Lighting		
Parking		
Safety		
<b>Themes</b>		
Arts and culture		
Environmental Awareness		
Historic Preservation		
Locally Based Businesses		
<b>Other</b>		

**When I go shopping, I go on Georgia Avenue (circle one):** Always Sometimes Never  
**When I want to eat out, I will eat on Georgia Avenue (circle one):** Always Sometimes Never  
**I participate in cultural or recreational activities on Georgia Avenue:** Always Sometimes Never  
**Please write down the first word or phrase that comes to mind when you think of Georgia Avenue:**

**What current aspects of Georgia Ave makes you WANT to shop/dine/enjoy being there?**

\_\_\_ Proximity      \_\_\_ Unique services/products      \_\_\_ The local businesses  
 \_\_\_ Atmosphere      \_\_\_ Streetscape      \_\_\_ Other \_\_\_\_\_  
 \_\_\_ Mix of businesses      \_\_\_ The people I encounter      \_\_\_ None of the above

**What aspects of Georgia Ave makes you NOT WANT to shop/dine/enjoy being there?**

\_\_\_ Safety      \_\_\_ Cleanliness      \_\_\_ Quality Products/Services  
 \_\_\_ Atmosphere      \_\_\_ Streetscape      \_\_\_ Friendliness/Helpfulness  
 \_\_\_ Mix of Businesses      \_\_\_ Unique Products/Services      \_\_\_ Traffic/Parking

**Circle the East/West street closest (within 3 blocks) to where you live or work:**

Rock Crk	Otis	Lamont	Columbia	Girard	Bryant	T St.
Church	Newton	Keefer	Hobart	Fairmont	W St.	S St.
Quebec	Park Rd.	Kenyon	Harvard	Euclid	V St.	
Princeton	Morton	Irving	Gresham	Barry	Florida/U St.	

**Circle the North/South Street closest (within 3 blocks) to where you live or work:**

14 <sup>th</sup> St.	11 <sup>th</sup> St.	Georgia Ave.	5 <sup>th</sup> St.	Warder St.
13 <sup>th</sup> St.	Sherman Ave.	6 <sup>th</sup> St.	4 <sup>th</sup> St.	Park Place

**Circle Your Age:**

Under 18      19-25      26-35      36-45      46-55      56-65      66-75      75+

**Indicate Your Ethnicity:**

___ American Indian or Alaskan Native	___ Black/African American	___ Native Hawaiian or Other Pacific Islander	___ White/Caucasian ___ Other
___ Asian	___ Hispanic/Latino		

**Circle Your Household Income:**

Less than \$9,999	\$25,000 - \$34,999	\$75,000 - \$99,999	\$200,000 and above
\$10,000 - \$14,999	\$35,000 - \$49,999	\$100,000 - \$149,999	
\$15,000 - \$24,999	\$50,000 - \$74,999	\$150,000 - \$199,999	

**ALL ANSWERS ON THE PREVIOUS PAGES ARE CONFIDENTIAL AND WILL BE SEPARATED  
FOR DATA ENTRY.**

**The following section is optional. Complete only if you want updates on the progress of the Task Force or if you want to participate. Volunteers are always needed and welcome.**

Your Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Had you been informed about the work of the Task Force or the development on Georgia Avenue before receiving this survey? \_\_\_\_YES \_\_\_\_NO

How would you like to receive notices of upcoming meetings and minutes of prior meetings?

\_\_\_\_\_ Send me an invite to the listserv

\_\_\_\_\_ I will come to a community meeting

\_\_\_\_\_ Send me an email

\_\_\_\_\_ Have someone visit me

\_\_\_\_\_ Notify me by mail or call me

\_\_\_\_\_ Post a sign at the local businesses

What committees would you like to serve on? (Note: committee functions and general information can be found at <http://sites.google.com/site/pleasantplainsdc/task-force>)

\_\_\_\_\_ Research

\_\_\_\_\_ Outreach

\_\_\_\_\_ Strategy

\_\_\_\_\_ Fundraising

\_\_\_\_\_ Administration

If you are not able to serve on a committee, what other ways can you assist the Task Force?

\_\_\_\_\_ Flyer Distribution

\_\_\_\_\_ Fundraising

\_\_\_\_\_ Meeting Refreshments

\_\_\_\_\_ Copies

\_\_\_\_\_ Computer/Tech Support

\_\_\_\_\_ Translation

\_\_\_\_\_ Meeting Space

\_\_\_\_\_ Proposal Writing

\_\_\_\_\_ Design Team

Other: \_\_\_\_\_

Can you suggest ways we can expand out outreach?

\_\_\_\_\_

Are there final comments you have about Georgia Avenue you would like to share? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## **Thank You for Your Participation!**

*You can drop your completed survey at one of the following locations or mail to the address below:*

- ECAC  
733 Euclid St. NW
- The GADGET Center  
2801 Georgia Ave. NW
- Mentoring Works 2  
2828 Georgia Ave. NW
- Howard University,  
Dept of Sociology & Anthropology  
Attn: Dr. Ernest Quimby  
Douglas Hall Room 207
- 767 Columbia Road NW
- 443 Kenyon St. NW
- 608 Rock Creek Church Rd. NW

*The printing of this survey was sponsored by:*

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**The Emergence Community Arts Collective  
733 Euclid St. NW  
Washington, DC 20001**



## Appendix II: First Word When You Think Of Georgia Avenue – Harvard St. and North

The following comments were responses to the question, “Please write down the first word or phrase that comes to mind when you think of Georgia Avenue” from respondents in the category “Harvard and North”. Each response was put in a category of 1-5 where 1= Cleanliness; 2 = Development; 3 = Diversity; 4 = Howard University and 5 = Safety.

Comment	Rank
A blighted ghetto with enormous potential	1
A complete wasteland. Ugly. Terrible use of commercial space. Trash.	1
A weak spot when compared to rest of blighted area	1
An abandoned ghetto dump	1
An abandoned, dirty street that I don't feel safe on.	1
Barren	1
bleak (2X)	1
Blight (5X)	1
blighted and poorly laid out	1
boarded up	1
busy, rundown (2X)	1
Crap-tastic	1
Decrepit and boring, ugly (2X)	1
Degraded	1
dilapidated (2X)	1
Dilapidated and down-trodden	1
Dilapidated storefronts	1
Dirty (10X)	1
dirty (liter), drunk, unemployed/ idle	1
disrepair	1
Dump	1
Dumpy but in transition	1
economically depressed	1
Empty storefronts and trash	1
Ghetto (3X)	1
Ghetto Teens/hoods	1
Glass on the sidewalk.	1

Gritty (2X)	1
gross (2X)	1
grungy	1
Intentionally neglected. Run down. Nothing to see here.	1
Litter (4X)	1
LITTER, RUN DOWN, THE "ELEMENT"	1
Litter. Too many liquor stores. Too many unhealthy food eateries. Too much crime. Buildings and businesses are an eyesore.	1
Messed up, dirty, transitory (buses loading and off loading) too many liquor stores and wig shops, too many carry outs and kwik marts owned by people who don't even live in DC...or the USA, but it has potential	1
Moribund	1
Run down (18X)	1
run down ghetto (in most parts) i live 2 block from georgia ave on New Hampshire Ave.	1
Run down. Full of people who look like they are homeless.	1
Sad.	1
Seedy (2X)	1
Seedy, dead, lacking	1
Seedy, rundown, neglected	1
Shabby	1
shameful/shameful	1
Sketch, run down (4X)	1

sketchy; not quite yet what i want it to be, but i am hopeful!	1
too ghetto, shame	1
Too many vacant businesses	1
trash (2X)	1
Ugly (3X)	1
Unappealing	1
Unattractive.	1
Barbershops, nail salons and The House.	2
Boring	2
Busy (traffic)	2
Developing (2X)	2
dull	2
Fast food shack	2
growing	2
has character and potential, needs more care. dirty.	2
has potential but currently kind of a wasteland	2
High hopes for the future	2
Highway to Maryland	2
Howard University (2X)	2
I can't wait for it to be revitalized...	2
I hope Georgia Avenue fulfills its promise as a major road/district in DC	2
In need of a facelift.	2
in need of renovation	2
in need of revitalization	2
in need of upgrading	2
in transition (2X)	2
Incredible potential	2
It is sketchy at best and dangerous at worst. Most of the stores are of poor quality.	2
It's getting better, but still a scary place to be.	2
local	2
Longest continuous street in DC	2

Lots of potential (2X)	2
Lots of room for improvement	2
Need helps and investment.	2
Needs a major facelift.	2
Needs help.	2
Needs improvement.	2
Needs serious investments	2
needy	2
neglected	2
Not enough places to eat or shop	2
Not quite there yet.	2
outdated	2
Overrun with carry out stores, liquor stores, and nail salons.	2
Parts are run down. needs a good bike shop and movie theater.	2
Petworth Metro	2
Poor	2
Possibilities	2
Potential (7X)	2
potential for greatness - not there yet.	2
Real DC	2
slowly modernizing	2
some good stuff in somewhat decayed streetscape.	2
Sparse (2X)	2
sparse	2
Stalled development.	2
Still needs work	2
The Ave.	2
The metro.	2
transitional (3X)	2
under developed	2
under-appreciated. dumping ground of the NW corridor.	2
underdeveloped corridor (2X)	2
under-utilized	2

Underutilized, shoddy small business space...great potential, but little has been made of it.	2
Underwhelming	2
Unfulfilled potential (3X)	2
Vacancy. Disconnected.	2
Vacant storefronts	2
Vastly in need of development.	2
visually ugly, congested, too many of some businesses (liquor stores, hair salons, fast food), not enough of others.	2
"real DC"	3
Almost at a tipping point	3
art	3
Black people	3
bleak (2006); improving (2010)	3
blight, businesses that for the most part offer little of interest to me or my family (with the exception of Yogahouse Studio, Hardware store at NH, Mc Donald's, Starbucks). I also think of potential,	3
cultural	3
delapidated, but on the rise	3
Diverse (2X)	3
Diverse	3
diverse but challenging.	3
Diverse, vibrant and community minded!	3
diversity, potential for locally based community economics	3
Dunks, liquor stores, hair salons, junkies, dilapidated infrastructure, shuttered storefronts, and the best damn crab cake sandwich I've ever had at Morgan's Seafood.	3
eclectic	3
Empty buildings.	3
in flux, diverse	3

loitering and too ethnic	3
mixed community, transitional area	3
Multicultural, insecure	3
People	3
Petworth	3
unique	3
West Indian	3
Affordable	4
close to home	4
home (8X)	4
home but don't walk alone late at night	4
my neighborhood (2X)	4
be careful at night if you're by yourself.	5
Crime	5
dangerous (2X)	5
Dangerous (it is not safe to walk here alone at night, for example)	5
dangerous and dirty (4X)	5
Dirty and unsafe (2X)	5
Don't park there	5
Drugs (2X)	5
Ghetto, liquor Store, Babershops, beauty shops, dollar stores	5
ghetto/violence/drugs	5
harassment, loitering	5
I completely avoid Georgia Ave. It feels unsafe and like there is nothing there for me anyway.	5
Liquor Store (3X)	5
loitering, scary	5
Need more important from crime & more business	5
not safe at night; very little business that appeals to me	5
risky	5
Rough	5
run down, unsafe, dirty, random	5

Scary at night	5
Sketchy, dangerous (2X)	5
The House	5
Too many traffic lights and loitering	5

Tough and unattractive	5
TRAFFIC	5
Unpleasant. Unsafe. Litter	5
Unsafe (4X)	5

### Appendix III: First Word When You Think Of Georgia Avenue – South of Harvard

The following comments were responses to the question, “Please write down the first word or phrase that comes to mind when you think of Georgia Avenue” from respondents in the category “South of Harvard”. Each response was put in a category of 1-5 where 1= Cleanliness; 2 = Development; 3 = Diversity; 4 = Howard University and 5 = Safety.

Comment	Rank
Blight.	1
blown out ghetto	1
Chicken wings littering the sidewalk	1
cluttered	1
Decrepit	1
Deprivation	1
dirty	1
Dirty, not walkable, not a community, interesting things few and far between.	1
Dirty, run down	1
RUDE GREED GHETTO	1
run down (8)	1
Seedy and boarded up.	1
Unappealing.	1
unpleasant	1
An area with untapped potential	2
Barber shops and liquor stores. Not much retailing that is convenient day in and day out.	2
blown out	2
Busy	2
canvas of empty storefronts with loads of possibilities for local businesses	2
Commercialized	2
crowded (2X)	2
Deserted	2
Despair	2
Exit way	2
Fast food pass-through...nothing available	2

Fried Chicken/TakeOut Chinese, liquor stores, run-down	2
getto (3X)	2
Great potential but still sketchy	2
hair salons and carry-outs	2
Haphazard and unplanned	2
in serious need of some attention	2
Incredibly immune to the positive development that's everywhere around it. Why is it so slow to improve?	2
Liquor stores	2
Lost its glory. Needs Repair. High Transit Area.	2
Lots of potential but dirty, in disrepair, and generally uncared for.	2
McDonalds	2
needs work!	2
not well kept	2
Old	2
Old ghetto	2
Poorly served by metro/metrobus	2
potential	2
Potential but needs sense of place	2
potholes	2
sketchy yet interesting	2
Sketchy.	2
steep	2
too many empty storefronts	2
Traffic (2X)	2
transitional (2X)	2
under achieving	2
Underdeveloped and run down	2

Underdeveloped with lots of potential.	2
buses, metro, thoroughfare	3
Gentrification	3
Historic	3
Howard and Home	3
Howard University (7X)	3
mixture	3
Sankofa bookstore	3
vegan soul food.	3
Community	4
Home	4
LIVE	4
Nice	4
OK it has potential	4

A dump/scary (2X)	5
Bums	5
busy & congested	5
Crime	5
Crime infestation unsafe for Whites and Asians.	5
crowded, safe during the day, not at night, dirty	5
dangerous zone, dirty, with no clean or safe choices for food or shopping...get home before dusk...	5
drugs and strip clubs	5
heavy traffic, heavy crime	5
unsafe	5
Unsafe at dark	5

## Appendix IV: First Word When You Think Of Georgia Avenue – College Students

The following comments were responses to the question, “Please write down the first word or phrase that comes to mind when you think of Georgia Avenue” from respondents who stated either “I live here and go to college here” or “I don’t live here but go to college here”. Each response was put in a category of 1-5 where 1= Cleanliness; 2 = Development; 3 = Diversity; 4 = Howard University and 5 = Safety.

Word	Rank
Be cautious	5
Bums	5
CRIME-RIDDEN	5
Crowded (2X)	5
crowded, safe during the day, not at night, dirty	5
dangerous (4X)	5
Deprivation	5
Insecurity	5
never past 8pm	5
RUDE GREED GHETTO	5
Safety concern and nothing until Silver Spring	5
Howard (19X)	4
Howard and Home	4
diverse (2X)	3
Gentrification	3
LIVE	3
Poor	3
Spit DAT	3
urban	3
West Indian	3
art	2
Businesses	2
busy (6X)	2
dry	2
Ghetto	2
help	2
hill	2

In need of improvement on an environment basis	2
interesting	2
Liquor Store	2
Long Street	2
long strip of economic difference	2
Lots to see and do.	2
McDonalds	2
Nearby	2
needs more appealing bussiness and places to eat (good quality ones!)	2
OK it has potential	2
Run down buildings (3X)	2
School.	2
The men are way too aggressive, no adequate lighting	2
under-developed	2
WILSON'S	2
Dirty (3X)	1
Grungy	1
litter	1
nasty and dirty	1
not well kept	1
potholes	1
Shabby	1
The Fulton St of DC (Fulton St of Brooklyn, NY	1
unpleasant	1

## Appendix V: Final Comments All Respondents

The following comments were in response to a final question, “Are there final comments you have about Georgia Avenue you would like to share?” Each comment was given a ranking on 1-5 where: 5 = Positive; 4 = Somewhat Positive; 3 = Neutral; 2 = Somewhat Negative and 1 = Negative.

Comment	Rank
Don't change it too too much. keep the barbershops and laundromats	5
Don't give up! We had been active in meetings prior to this, but we just gave birth to our first son and are preoccupied with him at the moment. It would be so great to have more daycare options, parks/green space, and sit down dining options on GA. Keep up the good work!	5
Georgia Ave has tremendous opportunity for success.	5
Georgia Ave. has great potential that's mostly unrealized at this point. I strongly support providing incentives/subsidies to help local businesses thrive and have new businesses join the neighborhood.	5
Glad to see the task force taking a comprehensive approach towards revitalizing Georgia Avenue NW.	5
Good luck!	5
Great job, hope our voices are heard!	5
Great work.	5
I am glad the direction that Georgia is going. It will be very important to keep the authenticity but keep up with improvements. I think focusing on local business and a range of options for people will provide that, it is why i moved to the neighborhood.	5
I am glad to see this task force has formed. I would love to be able to patronize businesses.	5
I believe that Georgia Avenue could be DC's greatest commercial boulevard if given the right mix of retail, housing, public transportation options, and private, but especially public investment to get the ball rolling. The physical streetscape itself is pretty unattractive, and in order to really inspire people and motivate them to keep their businesses looking and working great, and to draw new businesses, the city needs to work on seriously updating the streetscape with trees, decorative lighting along the entire road, brick or at least decorative sidewalks, granite curbs and a fantastic treeline and canopy. Nothing makes a neighborhood look great better than healthy trees.	5
I can see change is happening, though it is slow. I am optimistic about future changes for the better.	5
I live at 8th and Upshur Streets NW, so I am just outside the area in which your survey is focused, but I truly appreciate the work the task force is doing, and I hope to be a part of it in the future.	5
I look forward to the changes and improvements along Georgia Ave!	5
I love Georgia Ave but I would love to see a developed Georgia Ave.	5



I love Georgia Ave. I see great potential if the revitalization is done right in such a way as to include strong economically sound businesses along with artistic, cultural and entertainment venues that would bring vitality and diversity to the area. This is an incredible and truly awesome responsibility. Good luck and thank you.	5
I love living here and am excited to see the GA Ave corridor develop while keeping its character	5
I love living on Georgia Avenue and I think that the history and culture of the area are what make it great--these should be emphasized and cultivated, be sure they don't get lost in the midst of development!	5
I love where I live and am excited about the community caring about what happens in our neighborhoods.	5
I see Georgia Ave as a place with a lot of potential to blossom- blossom into a place that you can run errands or just hang out. I hope that if/as it blossoms, it retains some of its funkiness and not a lot of yuppie-ness (the Clarendon neighborhood is an excellent bad example).	5
I think there are a lot of people pulling for Georgia Avenue, we just need the political push and business interest.	5
I think this is wonderful that the community is making sure that development remains accountable to the people who live there. Excellent work!	5
I will look into assisting in the near future. Due to a busy part of the work year, I am unable to at this moment. I am glad this task force exists. I hope it grows and becomes a strong positive force in this community and a useful tool for improvement and development.	5
I wish you the best, this is highly needed for the revitalization of the area. This is desperately needed, but please step forward in time, and not back...	5
I would love to see the beauty brought back to Georgia Ave. The history of the Civic Rights movement and the scholars that lived in this neighborhood. More greenspace and art brought into the landscape. More trees, flowers, box plants, etc on side streets. I am in and invested!!	5
I'm pleased to see the new eateries and CVS at Georgia Ave/Petworth Metro Station	5
It is good that this is happening - thank you very much for your work.	5
It's a main thoroughfare with a lot of potential. The streetcar is the most exciting prospect, but a branded shuttle from U Street could make sense as well. The relative affordability of the housing in the area is ripe for arts development, and it would create the right kind of trendy mix to entice U Street/Adams Morgan partygoers northward. Some corporate/chain development couldn't hurt either to attract suburban refugees (of which I am one).	5

I've only been on Georgia Ave since August after living on 13th Street NW in Columbia Heights for ten years. Georgia Ave is already ahead of where Columbia Heights was ten years ago, but the arterial nature of the road itself I think has prevented it from becoming as much of a gathering place as the area around Columbia Heights Metro has. I'm excited about being in the neighborhood as it revitalizes.	5
Love the area. Hope it can keep its roots and move forward at the same time...	5
Thank you for doing this - I am very busy at work but I support your work!	5
Thank you for offering this survey.	5
Thank you for your service! (5X)	5
Thank you for your work. Although i have lots of desires involving a farmer's market, restaurants, etc., I'm doing okay. The young guys and young women with no jobs are the ones who really really need your help. Job services, mentoring, community policing, young adult activities to offer an alternative to hanging out on the street and smoking pot would be great -- they need some hope, literacy and job training, a way to make a living legitimately, and a sense that they matter to their city leaders. Thanks again.	5
Thanks for all your hard work! Looking forward to positive changes!	5
Thanks for working on this issue! I would love for Georgia Ave to once again be a vibrant place to shop and live.	5
The CVS example - speed of construction, with minimal disruption to traffic flow - has been excellent. Great to see a business we need added in a way that preserves the urban feel of our neighborhood.	5
The revitalization of Georgia Avenue has great potential to celebrate and elevate the existing community.	5
There are a lot of residents who would benefit from any improvement of GA Ave. The new CVS, senior center and other development north of NH Ave will have a good impact. I hope it continues to the South.	5
There is a great opportunity for a safe, diverse, vibrant neighborhood, but it is not going to happen on its own. Its up to the residents to make it what we want.	5
This is a really good idea	5
This is great work, thank you so much. I hope this task force can make headway.	5
This place has a lot of potential	5
Was happy to hear that the Task Force is committed to bringing current residents' voices to discussions about development in our neighborhood!	5
We are new to the area and are excited about the possibilities!	5
We are on the verge of a major awakening!	5
Would love to support local businesses on GA Ave. I used to live at 13th and Euclid, now up at GA and Emerson. Coffee shops, restaurants, maybe a movie theater would all be great additions. GA Ave could be really great!	5

a cleaned up, funkier Georgia Avenue would be wonderful. get rid of the loiterers & drunks, etc. - please! let's get people to put their litter in the trash - how can we get people to stop dropping their garbage all over?!	4
depending on your funding, start with one block, demonstrate you can do it.	4
GA Ave from Florida through Walter Reed really really needs some good restaurants, a bike shop, a movie theater, and a gym. Also more trees and parks. That would make it really fabulous! Thanks for your work on improving the neighborhood!	4
Georgia Avenue could benefit from the diversification of its businesses.	4
Georgia Avenue has the structure to be a great and lively corridor. Considering the changes in the local demographics it is surprising that more revitalization has not occurred.	4
Historic with Great Mix of People. However, old abandoned stores are uninviting and wasteful of space.	4
I can see it's getting better, but we have a very long way to go.	4
I hope Georgia Ave. continues to improve. The areas surrounding GA Ave are very nice and filled with nice people. They deserve a nice commercial hub.	4
I think some streetscaping, addition of nice businesses, and some park/playground space would make a world of difference. I think the streetcar idea is silly-the buses work fine-we use them every day!	4
I would like to see it become a real anchor for the neighborhood.	4
I would love to one day see Georgia Ave. represent the city in a positive way as our other main arteries to and from Maryland--Wisconsin and Connecticut Ave.--are for our residents. We deserve the same services and opportunities afforded to us.	4
I would welcome Georgia Ave turning around, getting some first rate shopping, book stores, restaurants, art and cultural institutions.	4
I'd love to see it turn in to a healthy, vibrant, diverse area with plenty of dining/shopping/entertainment options.	4
I'm excited for the development which is coming and hope that through it all, the neighborhood can maintain its history and character. I hope to see Georgia return to being one of DC's premier destination avenues and not just a commuter thoroughfare. I want to move to the Petworth neighborhood in the near future. I hope that the new development doesn't displace the current residents and businesses but reinvigorates them and helps them to grow and thrive. I think the New Hampshire Avenue Streetscape project provided many benefits and hope the DC Government invests similarly on other major thoroughfares in the area, especially Sherman Ave.	4
It has great history and culture, I am happy to see folks taking interest in the improvement of the community.	4
It has the potential to be a popular and economically vibrant corridor. I would love to see that happen.	4

It would be nice to have a nice looking street, with only storefronts (all parking behind or not at all), trees, street cars, bike lane with a barrier between it and the cars. I think having some buildings in the old style (1910) would also do wonders for making it look nice.	4
It's really important that Georgia avenue stay affordable with many locally run businesses. Efforts for safety should be based in the community, by making connections with people rather than increased policing. Efforts should be made to not increase property taxes which would drive out longer term residents.	4
Just start with basic, boring services--we don't need an art gallery, but we do need a MIX of things people in the community can use on a day-to-day basis--a place for dry cleaning, hardware, coffee, banking, a corner store, books, etc.	4
My wife and I have invested in the area by moving here and starting a family. We have a very young child at home, but at some point, we definitely want to support and help in the development of the area.	4
My wife works from home, so we have a personal and a professional stake in seeing Georgia Avenue reach its potential.	4
Neighborhood block parties would be great!	4
Please make it a good environment for independently owned businesses - it could be a unique change for Washington D.C. and give the city that artist/hip/modern flavor! Petworth residents are becoming younger, energetic and love their neighborhood so they are a prime audience for change and would support novel ideas wholeheartedly.	4
There is a lot of potential here. Growing numbers of socio-economically and ethnically diverse people here. People who want to be able to conduct their daily business in walking distance from their home, but the options to do so are too sparse and forces us to travel to Columbia Heights or Silver Spring to get what we need.	4
This area has a lot of potential and the recent development at Columbia Heights is naturally starting to head this way. The task force needs to give private businesses the tools they need to develop the area.	4
This is a good place to live. I wish people who live here or pass through here would treat it that way.	4
We need a decent grocery store near the Manor Park/ Brightwood Area and restaurants that are family-friendly, but decent.	4
You didn't ask about dog parks! This is very important to me. The one at NH Ave and S St is very small, and this summer the Shaw Dog Park will close permanently due to the construction of a new school. It will be missed! I love Columbia Heights and I plan to stay here for a long time. As for the committees, I marked two but only would want to participate in one; the URL provided did not easily allow me to ascertain what each would include and I'd like more information before making a commitment.	4
Asking seniors what they need to improve their lives	3
Clean up environment, ,make positive atmosphere for citizens	3
Community interaction (resident-non-resident interaction)	3

Contact more Howard Student to gain young people support	3
Definitely gentrifying	3
Don't forget the bikers!	3
Don't let them gentrify!	3
Encourage Safeway to close and rebuild!	3
Fewer Liquor stores, nail/hair stores, big book store, health and exercise facility. Fewer cars, more public transport	3
Georgia Ave has potential to be great, but in order to support shops and restaurants, we have to increase the population density of the street. That means building more apartment buildings (and they all can't be "affordable." We definitely need people with disposable income in the area).	3
Georgia Ave needs a high end movie theatre and a gym, badly.	3
Georgia Ave needs new businesses that people feel comfortable visiting, even if they're chains. Columbia Heights would be much worse without the stability and safety of Target, Best Buy, Ruby Tuesdays etc. Don't restrict development to local businesses. They'll fill in when there's opportunity	3
Georgia Ave. security, police visibility, low income residents support	3
Georgia Avenue - lower price stuff for college students. Museum, poetry clubs.	3
Georgia Avenue has so much promise. I hope with the street cars and landscaping it will appeal more to those wanting to start a business here. I don't want to see national chains move in. Also, the area suffers from lack of availability of nutritious food, so we need more options. I'm sick of hearing that a person has diabetes or heart problems because the closest thing available is a bag of pork rinds on a corner store. Thanks!	3
Georgia Avenue needs to focus on attracting new businesses to spark growth, create jobs, and entice those living outside the neighborhood to want to come visit.	3
I have heard stories from people who lived in the community in the 30's and 40's about how vibrant Georgia Ave. was at that time, much like Eastern Market where I grew up. I want so much for the neighborhood to return to that quality. Residentially the improvements are there; the grocery stores are improving; but there is not a strong cultural/arts/restaurant/cafe/commercial life. Thanks for you efforts!	3
I hope Georgia Avenue gets more high end retail. If it did I would spend a lot more money close to home	3
I hope it doesn't turn out like Columbia Heights Metro station -- under constant redevelopment and the wholesale plowing under of small and community-based business for the establishment of a glorified outdoor shopping mall with no affordable housing.	3
I wish The House would close down.	3
I wish the Task Force much success. As a major artery Georgia Ave has the potential to be a vibrant stretch similar to U St but currently the overabundance of liquor stores, loiterers, dilapidated buildings, dirty sidewalks, coupled with the general lack of quality sit down restaurants, cultural venues, bookstores etc. make it unattractive.	3

I worry that people are going to take *anything* and the whole street will have such high overhead that the only thing that can afford to move in are national chains.	3
I would like the historic nature and multicultural aspect of Georgia Avenue to be maintained.	3
I would like to see a transformation for the better - which is the reason I participated in this survey.	3
I would like to see GA Ave cleaned up but I am concerned that it will become too commercial and overrun by outsiders or become like Adams Morgan. I don't want it to become a "destination" neighborhood, as Muriel Bowser has said. I'd like it to be nicer for the folks who live there. I hope that's possible	3
If we bring in businesses in the community hire young African American people to work in them.	3
If you improve the atmosphere, business and development will come. Top priorities should be lighting, streetscape, transportation (streetcars!), and safety. Enforce loitering laws, and remove the "scary" atmosphere, and people will come and spend money.	3
It has the potential to be a Great Street, and a truly vibrant and diverse neighborhood. The difficulty lies in finding the balance between stagnation and gentrification, but development can be done in such a way that increases opportunities (economic, cultural, educational) for all in the area.	3
It's an area with significant potential, but I think safety concerns are the biggest impediment to other growth.	3
It's nice to be able to walk to the beer store, but I wish I could walk to something other than beer stores.	3
Keep it local! Please don't bring in a bunch of franchises and national stores like they did in Columbia Heights!!	3
Make a safer street	3
More centers geared towards adult education! Would truly be a way to join HU students with community	3
More restaurants, coffee shops, and bars on Georgia Avenue, like the businesses that have been opening on 11th Street, will make a huge difference and attract lot of business.	3
More trees!!!!	3
My dream/vision for Georgia Avenue: to take it back from the polluting automobiles and making it a clean, environmentally and pedestrian friendly avenue.	3
Need for increased lighting, pedestrian friendliness is important	3
Need Restaurants and Non-profits. Also a Circulator or one direct bus route that connects Georgia Ave to Dupont Circle or Georgetown.	3
Ongoing pressure for a green team.	3
Other items would like to see listed include: general streetscape improvement (sidewalks, hanging plants, tree boxes, improved lighting, etc.)	3
Planning to retire this year. Maybe I can help then	3

Please encourage diverse local business - GA Ave is for everyone regardless of race/clan	3
Please redevelop with decent commercial space. U Street corridor is ideal. Columbia heights isn't as good because of the big box / lower end retail. We need a mix of regional businesses (because they know how to run a business) and local sole proprietors. We need more restaurants, shopping etc. We don't need another CVS -- which it looks like we got. To make the neighborhood sustainable -- which U Street doesn't have is office space -- Why didn't the CVS build up and include office space above? This would bring much needed day time traffic to the neighborhood and therefore support retail business and restaurants that really have a tough time just relying on night life.	3
Please support bike lanes and street cars! Young people and young families will flock to the area if it is accessible to green-conscious new urban pioneers. Also support "midnight basketball" and other positive activities for youth. Prowling thugs and gangbangers will rule the streets if there are no alternatives.	3
Please, please help make Georgia Ave a safe and fun environment for everyone except for the drug dealers and thugs who currently own the street.	3
Ratings under "Available?" are guesses. Don't know what's on Georgia Avenue.	3
Realize that there is a mix of people that live here.	3
Some coordinated effort needs to be undertaken.	3
Street Cars ASAP	3
Such great history and cultural potential there -- Need to get rid of the bullet proof glass, attract real destination businesses/eateries, plant TREES, etc.	3
The recent development is a step in the right direction, but more needs to be done.	3
The region is on the mend. We need to be careful to balance local racial and cultural needs with safety and economic viability. What this means is that we need a balance of local businesses and more mainstream offerings. Safety is still a tremendous problem. Liquor stores and strip clubs are simply not appropriate or needed, nor are more "convenience" stores.	3
There appear to be some very different hopes and visions for the area, and several competing interests at work. (Exhibit A is McMillan Reservoir). I hope we see some economic development that also allows expression of local history and the emerging cultural mix.	3
To make a more entertaining and interesting place for students and the neighboring people	3
We need to focus less on providing parking and more on widening sidewalks, improving streetscape, and making biking safe. More sit-down places (bars and restaurants), fewer carry out places (liquor stores, etc.)	3
We need to make it easier for small businesses and restaurants to open on Georgia Avenue. People complain about bars, but they bring people with money to spend to the neighborhood!	3

We need to take back the streets from Maryland commuters. These are our streets. Slow down traffic, add bike lanes, vigorously enforce laws that require cars to yield to pedestrians. I am sick and tired of my neighborhood being treated like a highway by people who don't live here and have no stake in the outcome of the neighborhood. If we can calm down traffic, the neighborhood will feel like a community once again.	3
Clean it up and GET A GROCERY STORE FOR LEDROIT!!	2
Cleaning crew, keep the st and fix the rundown building spaces	2
Fight gentrification!!!	2
Georgia Avenue has a lot of potential, but it's history is anti-white and unsafe and unwelcoming to whites.	2
Georgia Avenue is a long strip of activity and not everything needs to be stuffed in a small radius.	2
Georgia avenue needs serious help. Especially between Decatur and Kennedy. We need to lure more business there	2
Howard U is the biggest problem with the blight on Georgia. Their land use does nothing but divide the community. They should be forced to reopen public streets that they use for their parking like W and Bryant.	2
Howard University needs to maintain the appearance of its facilities on the streetscape. The city seems to under-regulate this area much more than other parts of town.	2
I can recall as a child being taken to the Howard Johnson's and to the famous black restaurant near NH Avenue (Billy Mitchell's). There hasn't been anything to replace either accept fast food or carry out restaurants.	2
I think progress on lower Georgia/7th Street is critical. There's a gap between the convention center and New Hampshire Ave that is filled with empty storefronts, poor lighting, take out joints and liquor stores. This can't be what we want for our community.	2
I try to support the great locally owned restaurants on Georgia (Moroni Bros, Fusion, Domku), but the run down shops, inconsistent lighting and frequent crime make it difficult to convince others to visit this area of town. I've also been harassed by groups of young men hanging out on the street late on school nights when they should have been in bed, and am both hesitant to walk on GA Ave, and to leave my car there. It's a rundown, ugly street, and an embarrassment in such a well tended city.	2
I would like to see a friendlier environment for a single, non-African female (free of street harassment, loiterers) and less garbage on the street	2
Improve safety, especially around the college area	2
It needs help from people who care about the soul of a neighborhood but aren't afraid to come down on long-term problems just because a problem location may be black-dominated.	2
More police on bikes and on foot. Too many are stuck in their cars, talking on phones, not paying attention, letting traffic and j walking violations occur.	2
Please don't build any more concentrated low-income housing. It just recreates the same projects we have been dealing with for what seems like an eternity.	2



SHUT DOWN CHUCK AND BILLY'S. FOR YEARS THEY HAVE BEEN A NUISANCE TO THE NEIGHBORHOOD. THEY REFUSE TO CLOSE THEIR DOOR AND THEY DISTURB THE RESIDENTS WITH LOUD MUSIC ALL NIGHT. THIS DIVE SHOULD NOT BE ACROSS THE STREET FROM HOWARD UNIVERSITY WHERE STUDENTS LIVE AND STUDY. THE PATRONS PARK ILLEGALLY, LEAVE BOTTLES AND TRASH ON THE STREET, AND HAVE NO RESPECT FOR THE SURROUNDING GEORGIA AVENUE NEIGHBORHOOD AND ITS RESIDENTS.	2
The existence of a strip joint on the corner of Otis and Georgia (The Penthouse) seem to be one of the business that attracts people I would rather not meet at night. I have no problems with bars in the neighborhood, but a strip joint also seems to bring lots of drugs and theft.	2
The giant condominium complexes look menacing and ugly. I would like less of those!	2
The most important thing to me is getting a good grocery store in the area....I have to walk over to Adams Morgan to get groceries at the moment.	2
What or where is the funding that was budgeted for they city's program "Great Streets?"	2
A never ending sequence of nail salons and Chinese take-out is not a reason to go somewhere. I walked to MD along Georgia once from U St, and was appalled by the sameness of every single block, the university aside.	1
Clean it up, enforce the laws like, littering, jay walking, and cross walk violators in cars.	1
Clean up Georgia Ave. Enforce loitering and littering laws. Make it a safe place for businesses, families that obey the law, and visitors to the city. For those out of town people who visit, they can't believe how run down it still looks while other developments in the city flourish.	1
Every day I see officers trying to clean up the area, and every day I realize that until our mayor gets rid of the drug infested apartments and businesses nothing is going to change.	1
Georgia Avenue is overrun with carry-out food places, nail salons and liquor stores. Without a better mix of businesses and an environment where people can feel safe, it will always be preferable to go to Adams Morgan or Columbia Heights than to hang out on Georgia.	1
Get rid of the drunk bums and the topless house of prostitution that draws the scum of the earth	1
Having recently bought a home just east of Georgia Ave. on Irving St., my husband and I had concerns about safety and we would love to see some community "anchors" - i.e. restaurants (not carry outs), grocery stores, coffee shops (not liquor stores), etc. move into the neighborhood so that we can spend more time here and support quality local businesses. For now, the proximity of Georgia Ave. to our house is not a positive for us.	1
Howard University needs to be engage/pressured more to invest in the community. There is such potential for this street, but currently it's an unsafe dump and I try to stay clear of it day and night.	1
Howard University could be like Columbia U. in NYC or Temple and Penn in Philly and be a cultural, retail, artistic anchor for the community. Right now it's pretty much useless. Howard needs to ante up not money, but a philosophy and planning!	1

I hope Georgia Avenue will get nicer soon. I want to shop in my neighborhood but it isn't safe and there is nothing that attracts me to shop here. 14th Street and U Street have much better shopping and Dining. Maybe we can have some of that up here?	1
I'd like to see Georgia Ave become a place like Takoma Park - safe, culturally diverse, bookstores, organic living. Georgia Ave physically makes me sick when I look at it - trash, drunk or drugged up people, people cursing and walking around with their pants hanging down, flyers of women's butts all over the place. It's disgusting!	1
It is not or at least does not seem to be a vibrant and comfortable community	1
It needs an overall vision. Piece-part development is not working	1
It's all about the broken glass syndrome. Certain stretches of GA Ave are wonderful, but to drive the whole North/South from Silver Spring to Howard is full of ebb and flow of the good and bad. Saturday and Sunday can be particularly horrible with double parking, honking, and people crossing the street incorrectly - against the light or not at corner.	1